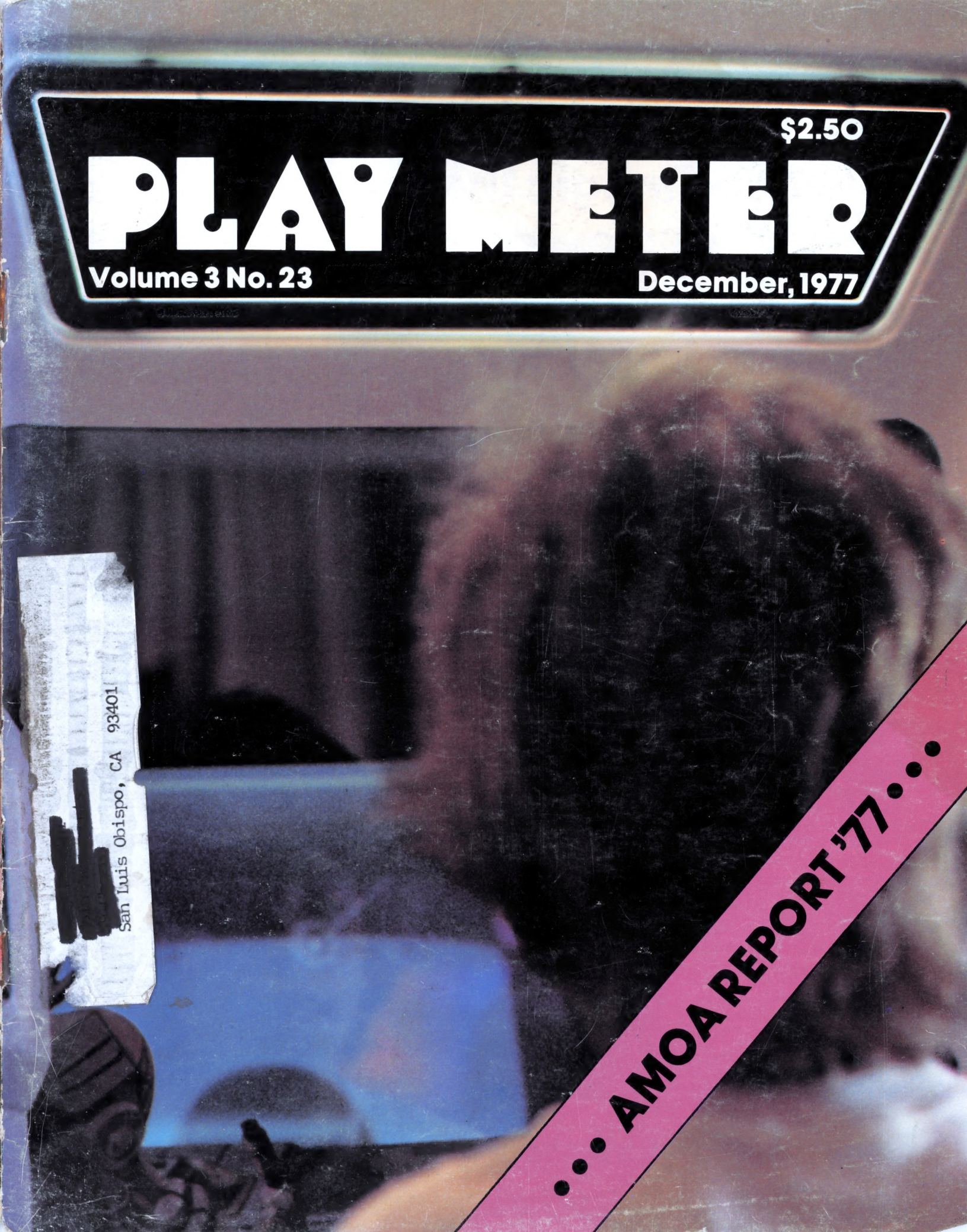
$2.50

PLAY METER

Volume 3 No. 23 December, 1977



San Luis Obispo, CA 93401

• • • AMOA REPORT '77 • • •

The only magic we make is the magic that counts...

draws players literally into the middle of the action, solid-state circuitry pre-tested for reliability. And more . . .

You get the best back-up there is! Your Atari distributor. His service capability is thoroughly factory trained and completely stocked with spares. You can even call *us* toll-free for service help at 800-538-6892 if you need to.

Now, put the Atari magic to work for yourself! Talk to your Atari distributor today for complete specs on the new movers. Also ask him about Drag Race,™ Starship,™ Sprint 2,™ and the still popular Breakout.™ Or contact us for referral at Atari Inc., 1265 Borregas Avenue, Sunnyvale, CA 94086. (408) 745-2500.

ATARI®
Innovative leisure
A Warner Communications Company

in your cashbox! You experienced it first hand at the shows. The irresistible action of new Destroyer,™ Super Bug,™ and the fantastic Canyon Bomber,™ the magic of the industry's largest array of innovative amusements.

Games that are location-tested before they are released. For earnings, replay, reliability, play appeal. So you get a *sure* thing. Every time out.

The result: More profitability for *your* routes. That's the magic that counts. The only magic we work hard at delivering with every Atari game.

Long-term profit-power is also a designed-in *standard*, not an accident.

Self-test systems are built-in for longer, uninterrupted earnings. There's fantastic realism that

Atari. We put the profit in your picture.

© ATARI, INC. 1977

PLAY METER
Volume 3 No. 23
December, 1977

Staff

Publisher and Editor:
Ralph C. Lally II
Managing Editor:
David Pierson
International Editor:
David Snook
Editor, *Coin Slot*
Technical Editor:
Robin Minnear
Game Doctors
Correspondents:
Roger C. Sharpe
Gene Beley
Dick Welu
Susan Brenna
Randy Fromm
Art Direction:
Meyer Alewitz
Staff Cartoonist:
Norm Rockwell
Typography:
Skybird Typography
Circulation Manager:
Debbie Barnes
Advertising Representative:
Ralph C. Lally II
European Representative:
Esmay Leslie

Coin Industry, PLAY METER, December, 1977. Volume 3, No. 23. Copyright 1977 by Skybird Publishing Company. Full editions of Coin Industry *PLAY METER* are published monthly, the first Friday of the month. The Update news edition is published monthly, the third Friday of the month. Publishing offices: 4136 Washington Ave., P.O. Box 24170, New Orleans, La. 70184. Tel: 504/827-0320. Subscription rates: U.S. and Canada—$25; Europe and Japan—$45; elsewhere—$50. One order multiple subscription: 2-9, $20 each; 10-24, $17 each; 25 or more, $15 each. Advertising rates available on request. No part of this magazine may be reproduced without express permission. The editors are not responsible for unsolicited manuscripts. Second-class postage paid at Louisville, Ky., and additional mailing offices. Postmaster: Send form 3579 to PLAY METER, P.O. Box 24170, New Orleans, La. 70184. European Office: PLAY METER Promotions, 15 Great North Rd., Brookmans Park, AL 9 6 LV, Hertfordshire, England.

AMUSEMENT & MUSIC AMOA OPERATORS ASSOCIATION
MEMBER

PLAY METER

THE BEST AND THE BIGGEST 18
Editor and Publisher Ralph Lally reports on the biggest A.M.O.A. show ever held.

PLAY METER PLAYS THE GAMES, PART 1 20
PLAY METER again ventures an evaluation of some of the leading games at this year's big show.

AN OPERATOR'S VIEW 26
PLAY METER's operator/writer Gene Beley takes a look at A.M.O.A.'s offering of games from the operators' viewpoint.

SEMINAR MESSAGE: 'RENEW THYSELF 28
Dr. John Malone at the industry seminar explained the necessity of a business renewing itself, if it is to survive.

BEHIND THE SUPERLATIVES: A CRITIQUE 30
Managing Editor David Pierson talks with some operators and gets some thoughtworthy suggestions on how to make next year's show even better.

PHONOGRAPH BUYER'S GUIDE 45
PLAY METER's annual checklist of the five major phonograph manufacturers' offerings for 1978.

TOURNAMENT SOCCER'S $250,000 SHOWDOWN 66
The foosball table manufacturer hosts the richest tournament in the sport's history, and PLAY METER is on hand for the action.

A.M.O.A. NOTEBOOK 76
Zany Dick Welu gives his impression of the show and some points of interest which no one except Welu took note of.

From the Editor 4
Editorial 6
Mailbox 8
Coinman of the Month 10
Operating 16
Music Programming 35
Critic's Corner 54
Technical Topics 57
Manufacturing 60
Distributing 63
New Products 68
International News 74
Classified 83

FROM THE EDITOR

This issue marks the end of another volume of PLAY METER. Our very first issue, Volume One Number One was mailed out October 23, 1974. So we have been publishing PLAY METER for better than three years now. In three years time, PLAY METER has come a long way and has become the leading publication for the industry. We at PLAY METER are proud of that fact.

Our success has largely been due to our persistent dedication to our operator readers. We learned a long time ago that today's operator needs honest, reliable information if he is going to realize his maximum as a modern day businessman. PLAY METER is dedicated to those needs, and our ever-expanding list of subscribers tells us we're on the right track.

Before going on to tell you about this issue, I would like to take this opportunity to remind everyone about our annual Directory Issue which will be coming out next month. If you wish to be listed free of charge, simply fill out the postage paid business reply card located between pages 50 and 53 and mail it back to us as soon as possible. Our 1978 Directory will contain the listings of all the companies recently exhibiting at the A.M.O.A. and I.A.A.P.A. shows. It will be the most complete and up-to-date directory for the entire industry. So don't miss out on it.

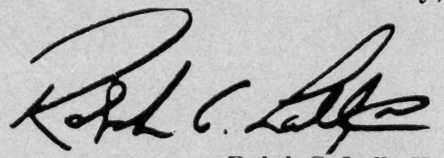
Now that the N.A.M.A., A.M.O.A., and I.A.A.P.A. shows are over, we can all get down to the task of evaluating what has been seen in the market and plan appropriate action. We think you will find our extensive coverage of the A.M.O.A. show and events quite interesting.

In this issue you will have a chance to view in full-color and read about all the new phonographs for the coming year. Our A.M.O.A. Report '77 gives you all the facts and figures about this year's show as well as a review of the new games (first of a two-part series), a look at the A.M.O.A. from an operator's viewpoint, a report on the Friday afternoon seminar, and a critique of sorts on how the show could be improved.

Continuing along with the A.M.O.A. theme of this issue, PLAY METER's technical editor takes a practical look inside the new games, and pinball critic Roger C. Sharpe casts his educated eye on a few of the many new pinballs released recently. And back again this year with his trusty notebook, operator/humorist Dick Welu looks at the lighter side of the A.M.O.A.

It all adds up to quite an issue. A lot of hard work has gone into putting it together. Hope you like it.

Sincerely,



Ralph C. Lally II,
Publisher & Editor

CALENDAR

January 13-15
The Music Operators of Minnesota, annual meeting and trade show.

January 20-21
Oregon Amusement and Music Operators Association, annual convention, The Embarcadero, Newport, Oregon.

January 24-26
Amusement Trades Exhibition (A.T.E.), Alexandra Palace, North London, England.

March 3-4
A.M.O.A. regional seminar, O'Hare Hilton, O'Hare Airport, Chicago, Illinois.

March 31-April 1
Music Operators of Michigan, fourth annual convention, Michigan Inn, Southfield, Michigan.

May 19-21
The Music and Amusement Association of New York, 1978 regional convention and trade show, Stevensville Country Club, Swan Lake, New York.

June 2-3
Ohio Music and Amusement Association, annual convention, Columbus Hilton Inn, Columbus, Ohio.

July 20-21
Montana Coin Machine Operators Association, annual convention, Fairmont Hot Springs Resort, Butte, Montana.

MIDWAY'S

M-4

COMBAT STRATEGY GAME

- 1 OR 2 PLAYER GAME
- FEATURING TANKS, JEEPS, PLANES
- REALISTIC BATTLE SOUNDS
- TARGETS SCORE 1 - 30 POINTS
- MICRO-PROCESSOR LOGIC SYSTEM
- 23" SOLID STATE MONITOR
- ADJUSTABLE TIMER AND EXTENDED PLAY
- BUILT-IN RAM AND ROM TESTER
- VARIABLE COINAGE
- DOUBLE 25¢ COIN CHUTES
- SIZE 65-1/2" (166.2 CM) HEIGHT
  26-1/2" (67.3 CM) WIDTH
  33-3/4" (85.4 CM) DEPTH

MIDWAY MFG. CO.
A BALLY COMPANY

10750 West Grand Avenue, Franklin Park, Illinois 60131 *phone: (312) 451-1360*

EDITORIAL

The National Automatic Merchandiser's Association (N.A.M.A.), the nation's sole vending association, made a bit of its own history this year when it announced that a music and games exhibit would be included in this year's show. It marked the first time that the amusement machine industry was invited to participate in the N.A.M.A. exhibition.

For some music and games manufacturers, it marked not only the first time exhibiting at the show but perhaps the last.

The 1977 N.A.M.A. show, which took place October 13-16, drew a record crowd of vending operators. How many of those vending operators are into music and games is anybody's guess. N.A.M.A. claims that sixty percent of its membership is operating coin-operated amusement equipment. The National Automatic Merchandiser, one of the leading trade publications for the vending industry, reports that only 19 percent of its operator/subscribers are into music and games. Judging from the reaction of the music and games firms exhibiting this year, the trade magazine seems to be right.

The primary complaint regarding the music and games exhibit at the N.A.M.A. show was that it was cut off from the main exhibit area and shoved off to the side almost as if it were an after-thought. Those vending operators who did happen to stumble across the music and games exhibit ventured from booth to booth seemingly to satisfy their own curiosity. When asked how he felt about the music and games exhibit, one vending operator replied, "Oh, it's just wonderful for the kids. It keeps them entertained and off our hands."

There were a number of games manufacturers there who were somewhat satisfied with the results of their showing and said they would return next year if they were invited to do so. Our own informal survey (conducted at the show) indicated that half of the music and games exhibitors would come back to exhibit under the same conditions. Others felt that the music and games should be integrated with the main exhibit and not set off to the side like a stepchild.

For vending operators who did have a passing interest in music and games, the music and games exhibit provided an opportunity to sneak preview a couple of pieces that would not have been shown until the A.M.O.A.

However, many well-known music and games manufacturers refused to exhibit at N.A.M.A. Apparently some felt that showing at N.A.M.A. would hurt attendance at the A.M.O.A. show. If an operator who attended the A.M.O.A. every year, went to the N.A.M.A. and saw what he considered all there was to see in music and games at N.A.M.A., he may be tempted not to attend the A.M.O.A. just to see the same things all over again.

Some saw the music and games exhibit as a gesture on the part of N.A.M.A. to open its arms to its sister industry and patch up old differences. Others saw it as a definite threat to the amusement industry's showcase event, the A.M.O.A.

What N.A.M.A.'s real motive for having the music and games exhibit really is anybody's guess. Hopefully, it means that N.A.M.A. now recognizes the amusement industry as a growing and respected force in the coin machine industry. Hopefully, then, the two associations can begin cooperating with one another in regards to overlapping show dates and fighting for favorable legislation. And, hopefully, if there is another music and games exhibit at next year's N.A.M.A. show, it will be incorporated into the main exhibit area and given the attention it has long deserved.

Does N.A.M.A. represent a threat to our industry or will they emerge as a newly-found ally? Only time will tell.

Amazing Memory & Recall

MAKES

Bally® EIGHT 8 BALL

greatest pinball pool table in history

ELECTRONIC

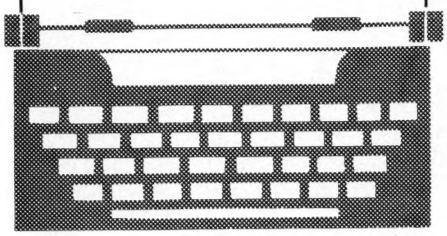
4-PLAYER FLIPPER

CONVERTIBLE TO ADD-A-BALL

Ask Your Distributor to Demonstrate Memory & Recall and Solid or Striped Ball Competition

See Distributor or write Bally® 2640 Belmont Avenue, Chicago, Illinois

Mailbox . . . .



Tax response

Thank you for your research into industry taxes around the United States (PLAY METER, August, page 22). To our knowledge, it is the first effort made in that direction, and hopefully you will be adding to the list as you get the information.

We will expand on ours in New York State to cover every village and hamlet. If every state would follow suit, it could be compiled into a reference book that would be valuable to all manufacturers and state associations.

This information service is long overdue. Your article triggered a drive to make a more in-depth study.

Thanks again.

Millie McCarthy
President
New York State Coin
Machine Association
Hurleyville, New York

Association support

Congratulations on your strong support for associations. If more operators forgot their petty gripes and got together, this would be a much better and more respected business.

Bill O'Brien
O'Brien Music Co., Inc.
Newport, Rhode Island

Fun Factory

I was most interested to read your article about Steve Shoemaker and the Redondo Fun Factory (PLAY METER, November, page 64). Steve certainly has been an asset to the City of Redondo Beach and the pier area. The article quite accurately sets forth the many contributions Mr. Shoemaker has made to our city.

Randall C. Kimose
Redondo Beach, California

Avid reader

I have been an avid reader of PLAY METER for over a year and have enjoyed reading Roger C. Sharpe's Critic's Corner since its inception.

I am a serviceman in Winnipeg, and I find that he and I share common views on many of the machines that are reviewed in PLAY METER.

Doug Blackie
Winnipeg, Manitoba

ANNUAL INVENTORY CLEARANCE

Arcades

ALLIED Street Burner	$595	GREMLIN Blockade	$995
ATARI Gran Trak 10	695	GREMLIN Hustle	1045
ATARI Trak 10	795	GREMLIN Commotion II	1045
ATARI Tank	645	MEADOWS Drop Zone IV	595
ATARI Tank II	695	MEADOWS Bonkers	895
ATARI Formula K	545	MEADOWS Lazer Command	995
ATARI Jet Fighter	795	MEADOWS Cobra Gunship	995
ATARI Cops 'N Robbers	1045	MIDWAY Racer	845
EXIDY Attack	995	MIDWAY Wheels II	945
EXIDY Destruction Derby	925	MIDWAY Maze	1095
EXIDY Death Race	1345	MIDWAY Tornado BB	1195
EXIDY Alley Rally	1245	MIDWAY Gunfight	1195
EXIDY Score	1295	P.S.E. Bazooka	1095
EXIDY Old Time Basketball	795	RAMTEK Hit Me	1095
BRUNSWICK Karate	395	RAMTEK Brickyard	1095
FUN GAMES Tankers	645	SEGA Road Race	(write)
FUN GAMES Bi-Plane	745	SEGA Fonz	(write)
FUN GAMES Race	795	SEGA Tracer	(write)

Cocktail Tables

BAILEY Fun Four	$745	MIDWAY Gun Fight	$1245
FUN GAMES Take 5	745	MIDWAY Double Play	1495
U.S. BILLIARDS Survival	345	GREMLIN Commotion	1095
ATARI Tank	1095		

SUPER SPECIAL: Brand New Dynamo Model CB tournament tables with ball-counting mechanism. Used only 2½ days in St. Louis tournament. Call collect for special price.

ADVANCE DISTRIBUTING CO.
2820 North Grand Blvd.
St. Louis, Mo. 63107
314/652-1600
NSM Sales, Parts and Service

$50 PARTS OR CHEMICAL CREDIT ON ANY PURCHASE DURING THE MONTH OF DECEMBER.

Capital sins

The three unpardonable sins for coin-operators:

(1) Buying new equipment to impress locations. They soon will demand it.

(2) Buying new equipment to compete with chiselers (We seem to attract and breed these in our business).

(3) Borrowing money to complete the above projects.

Vending Discount Company
Grand Island, Nebraska

Keep up humor

Really enjoyed the "Answer Man" article in PLAY METER (October, page 52). It adds humor to sometimes bad experiences. Tell Dick Welu to keep up the good work. Hope he will be a regular in your publication.

Lila Zinter
Meadows Games
Sunnyvale, California

Worried Willie

Please forward the following note to "Worried Willie" (PLAY METER, October, page 53): We have enough of Innovative Coin Company's spare parts to keep Willie's machines running forever.

Bill Grossman
Bill Grossman & Associates
Incline Village, Nevada

Mistake?

In your November issue page 85, step eight in modification one is the same as step eight in modification two. Is this an error in modification one since this modification (one) does not have a 7450 I.C. in it?

Charles Rowland
Richmond, Virginia

[*We have had many inquiries about this. Step eight in modification one as listed in the November issue is in error. The correct step-by-step procedure for modification one appears in the Technical Topics section of this issue—Ed. Note*].

Air Hockey

There really weren't any lessons to be learned from the Air Hockey experience ("Whatever Happened to Air Hockey?", PLAY METER October, page 22). We were dealing with a table game which enjoyed tremendous popularity for four or five years and made a lot of money for everybody involved. What else can we expect?

The David Pierson article on tournaments was very well done and quite informative. The importance of this kind of promotion cannot be over-emphasized.

In praising Air Hockey's aggressive characteristics, David chose to contrast it to foosball. Now I know a large segment of our industry is turned off to foosball, but surely it is not because it does not appeal to the player's aggressive instincts. How else does one explain the fact that this game has been around for nearly a century?

Charles Jackter
J&M Enterprises
Colchester, Connecticut

PORTALE AUTOMATIC SALES

proudly announces the grand opening of its new San Francisco offices and showrooms.

Tom Higdon, Mgr.
960 Howard St.
San Francisco, California 94103
(415) 543-4495

Representing:

Rock-Ola, Atari, Americoin, Exidy, Irving Kaye, Meadows, Sega, Ramtek, Sunbird, United Games, Zytronics, & Premier Soccer

Featuring a complete parts & Service Dept.

California's largest distributor of coin-operated equipment—Parts & Supplies.

Coinman of the Month

MAURICE TERRY

This month's Coinman, Maurice Terry, it seems was born in the coin-operated amusement business. His father got into the business during World War II, and Maurice just grew up in it. At about eight or nine years old he had already acquired his first pinball machine. He was helping his father in his spare time and after school, and a little later on acquired two one-ball games. He says these two games made him all the spending money he needed when he was younger. His uncle was also in the one-ball business, and Maurice picked up quite a few things from him, especially it seems on the service end. By watching his uncle repair his one-balls, Maurice learned to fix his own. His strong service background has helped him down through the present time because quite often he does, what he terms, "free-lancing," service work for hire for other operators.

At 19 he went into bingo professionally and started operating gambling equipment. But he tired finally of the "legal today, illegal tomorrow" status of the business and in 1957 started to change his route. He invested in coin-operated amusement games and a little bit of music. His forte, though, was games. His father's route was mainly music, but still the two of them found themselves in competition, though Maurice is quick to add that neither of them ever beat the other out of a location.

Presently his operation is about 1,000 machines, but about 180 of those are cigarette machines, and he says that he has always got about 100 pieces in his warehouse so that he can keep up his resale business to homes. His operation caters quite strongly to the home market, as far as selling used amusement machines. On the coin-operated side, he operates about 225 jukeboxes, with pinball machines being his next biggest category of machines. His pool table operation is quite big, ranking third in total number of pieces in his operation, and video games are fourth with him.

His wife's name is Norma Sue, and they have five children—Susan, 20; Melody, 18; Mark, 15; Tracy, 12; and Corlotta, 3. Besides his family and his business, Maurice's interests include hunting and fishing.

In February his business will be expanding into new quarters, as Maurice will be going into the distributing business as well. His new building will be 37,000 square feet and will house his three companies—Texas Music, Acme Cigarettes, and Play More Games.

NEW FOUR PLAYER COMPETITION

FROM... D. Gottlieb & Co.

A Columbia Pictures Industries Company

165 W. Lake Street · Northlake, Illinois 60164
Phone: 312/562-7400 Telex: 72-8463

AS SEEN AT THE 1977 AMOA EXHIBIT

SEE DISTRIBUTOR OR WRITE D. GOTTLIEB & CO.

Gottlieb's 4-PLAYER

VULCAN

A FIERY CHALLENGE FOR EVERY PLAYER!

- 2 SETS OF DROP TARGETS RIGHT IN THE FLIPPER FIRING LINE FOR TERRIFIC SHOOTING ACTION.
- HITTING ALL 4 GREEN DROP TARGETS LIGHTS EXTRA BALL FEATURE TARGET.
- BONUS VALUE DOUBLED BY KNOCKING DOWN 5 WHITE DROP TARGETS.
- MAKING 1 TO 5 NUMBERED SEQUENCE LIGHTS 2 ROLLOVERS FOR "SPECIALS" AND INCREASE WHITE DROP TARGET VALUE TO 3 BONUS ADVANCES.
- KICK-OUT HOLE SCORES 1,000 TO 5,000 CONTROLLED BY GREEN DROP TARGETS.

Copyright © 1977 D. Gottlieb & Co.
All Rights Reserved Printed in U.S.A.

ON TARGET WITH THE NEWEST SINGLE PLAYER PINBALL FROM...

D. Gottlieb & Co.
A Columbia Pictures Industries Company
165 W. Lake Street · Northlake, Illinois 60164
Phone: 312/562-7400 Telex: 72-8463

AS SEEN AT THE

1977 AMOA EXHIBIT

SEE DISTRIBUTOR OR WRITE D. GOTTLIEB & CO.

- FASCINATING 1 TO 10 NUMBER SEQUENCE ALWAYS LETS PLAYER COME CLOSE TO SCORING SPECIALS.
- LIT ARROW MOVES TO INDICATE 5000 POINTS AND SPECIAL SCORING.
- HITTING LIT ROLLOVER OR TARGET WITH LIT ARROW SCORES 10,000 POINTS.
- ALL NEW SPINNING TARGETS AND STAR ROLLOVER MOVES LIT ARROW TO 16 DIFFERENT POSITIONS.

Copyright © 1977 D. Gottlieb & Co.
All Rights Reserved
Printed in U.S.A.

PLAY METER: Did you attend the A.M.O.A. show this year?
TERRY: Oh, yes. I started going three years ago. Everyone had always tried to talk me out of it. They said there was nothing up there for me because I was going to see it all later anyway. But I went anyway, and now I'm making all the shows.
PLAY METER: Were you impressed by this year's show?
TERRY: It was the best one they have ever had. Last year's was good. The year before that it was small; it looked as if nobody wanted to show up that year. But like I said, last year's show was real good, and this year it was a fantastic show.
PLAY METER: Was the show long enough for you?
TERRY: I felt the hours could have been a little longer, I know it hurts the salesmen's feet, but we went to one last night—a tools trade show—and their exhibits were open until nine o'clock at night.
PLAY METER: There's been some talk about having an extra day. What do you feel about something like that?
TERRY: I think it would be better if it did. A lot of people can't get out to the show in time. For instance, we missed almost the whole first day. We drove up and got there in the evening; so I feel like I missed a lot of it. I like to walk the floors and study the machines, and then walk the floor some more and then I get up to the people and listen to what the operators or whoever are saying about the machines.
PLAY METER: So you feel that under the present three-day arrangement there isn't enough time for you to do all that?
TERRY: That's right. Some people go up there one day and that's it. They've got their minds made up for one thing. They go to maybe four dealers, make their deals, get on an airplane, and go back home. For me, I was expecting there to be more machines there. And there were. That's why I had to study what they had. An extra day would have made it a little bit better.
PLAY METER: How did you like the seminar?
TERRY: Last year's was a hundred percent better than this year's. Last year's speaker brought a lot of facts to light that are the truth about people. The problem with this year's was that it wasn't that interesting.
PLAY METER: You're saying that the presentation itself wasn't stimulating?
TERRY: Right. Last year you were on your toes the whole time.
PLAY METER: Would you like to see maybe more seminars.
TERRY: Oh, yes.
PLAY METER: What were some of the games that you were impressed with at the show?
TERRY: Cinematronics' Space Wars game. I couldn't ever get to play it. We went ahead and ordered two of them to get them brought in. I've heard that it's a good piece.
PLAY METER: What else at the show impressed you?
TERRY: Well, the number one machine was Bigfoot, but I don't know if anybody is going to buy it. Now, I liked Americoin's Dozer. It's got good possibilities. The Junkyard did real good for us last year. It surprised us. The reason we think it did so good is that it plays for a long time. And the reason we think Dozer is going to be good is that it seems every adult wants to be a bulldoze driver.
PLAY METER: Anything else, in the way of video, that impressed you at the show?
TERRY: Exidy's Circus at the end of the show impressed us. It has some damn good possibilities. Everybody was talking about it. At the Atari booth, I was impressed by their new pinball game Airborne Avenger. That's the only one of their pingames that I have really liked, and we're going to get it. This will be the first Atari pinball game we'll buy. I feel that was the best game they had at the show.
PLAY METER: What do you look for in a game?
TERRY: When I first look at it, I'm looking to see if it's easy to play. Can I play it when I walk up to it. I want to play every game there is, and what do I think about it. Just like Tank when it first came out at the M.O.A. show, I kept watching the people, and I saw that they liked to play it. But it was very confusing. I said to myself that if they learned to play it, it was going to be one helluva game. We got the first two in, and believe me we had people standing in line to play it. They ran $600 a week for almost three solid months, and that's the honest truth. I couldn't believe it. But when I walk up to a game, I like to play it a bunch of times to see if I like it. You've got to do that at the A.M.O.A. show. You've got to walk back and forth. I'll walk off from the game and come back later and play it again.
PLAY METER: Was there anything else at the show that impressed you?
TERRY: Rock-Ola's equipment. But we've always had a lot of faith in Rock-Ola. We've got their equipment as far away as 600 miles from here on one of my routes. When you can put them out that far away and have faith in them, to me, they have got to be good phonographs.
PLAY METER: Is Rock-Ola the only phonograph you operate?
TERRY: No, for the most part, we operate all brands.
PLAY METER: Are you operating more phonographs now than you did three or four years ago?
TERRY: We've always operated a lot of phonographs, but in the last five years or so it has gotten better.
PLAY METER: What I'm getting at is that there has been speculation that the jukebox business is in a state of decline. In your opinion is that true, from your own standpoint?
TERRY: Phonographs make us good money. But I have been to some states where I find out that they still have their music on a dime-play. I think that it's just that some states and operators are backwards in time. They just haven't come up. Personally, I wouldn't know what to do without my phonographs. Phonographs are the backbone of my business.
PLAY METER: What kind of split do you work on?
TERRY: Fifty-fifty. Everybody may be saying that we're going to have to start getting sixty percent. I think sixty percent should be here tomorrow, but

nobody is going to get behind it. You've got all those small operators who are going to come in and who are going to pay fifty percent, and that makes it look like nobody is ever going to get sixty percent.

PLAY METER: That's a shame. It seems that when it comes to charging a higher price or a better commission arrangement, the operator is his own worst enemy.

TERRY: That's right. In pool tables, for instance, we find that we can't go to fifty cents because of all the smaller operators. So we've gone back to thirty-five cents, but what we're doing is we've gone down to the middle-sized pool table rather than the 4 by 8. The public doesn't realize it but the games will be quicker. So we've just gone ahead, not saying anything about the price, and went on to the middle-sized pool table.

PLAY METER: Are you getting sixty percent from anybody?

TERRY: We've got maybe two locations, and that's all.

PLAY METER: How did you manage sixty percent in those places?

TERRY: They said they wanted electronic equipment, and we told them they could have it—the late-model electronic equipment—but that we would have to get sixty percent. Locations, you see, may decide to buy their own equipment, but they will never buy in the electronic field to amount to anything because they'll never fix them.

PLAY METER: What pricing do you have on these electronic games?

TERRY: Twenty-five cents per play.

PLAY METER: And your pinballs are on five-ball or three-ball?

TERRY: Three-ball. We've been hit by some pretty hard competition when we went to three-ball. Companies will come in, but we know that these companies will eventually go broke if they don't get on the bandwagon and do the same. It might not take one year but five years, but it'll finally catch up with them. We've always tried to go on into one-player, three balls.

PLAY METER: What is your pricing on phonographs?

TERRY: Two plays for a quarter. We have been going slowly into a quarter a play, though.

PLAY METER: Do you have any phonographs out on a guarantee basis?

TERRY: Yes we do and we get a minimum of $25 per week.

PLAY METER: How long do you hold onto your jukeboxes before selling them off or trading them in?

TERRY: The average time is about four or five years. We're going into the new console phonographs. We're going to have about thirty of them.

PLAY METER: That's the rich-looking wooden cabinet models you're referring to?

TERRY: That's right. The new ones are out now and we're going to start soliciting a little bit.

PLAY METER: There was talk when the console phonograph came out that you'd be unable to move it out. Has it fared out like that?

TERRY: In one group of locations, that's right. We tested and tried to change one man's mind, for instance. We put in a brand new model last year, but we had it in there just two weeks, and we had to take it out.

PLAY METER: Does it make any more or less money?

TERRY: I think an upright makes more money sometimes.

PLAY METER: Because it attracts more attention?

TERRY: That's right. We have done that, and then have had to pull them out. We've had to talk people out of them and put something flashy in there instead. We'll look at a phonograph and if we see that it's dropped off, we'll see about maybe swapping it around. When we take one in to our shop, we completely tear it apart and service it, and it looks like a brand new one when it goes back out. A lot of people will come to our shop and say, 'My God, you've lost your mind!' because we use soap and water on it and detergent and get every bit of grease off of it and make it look like a brand new phonograph. But that's the only way to do it if you're going to operate.

PLAY METER: How often do you do this, once a year?

TERRY: No, we do it every two years unless it's an exceptionally filthy place.

PLAY METER: And then after four or five years you're going to sell it.

TERRY: And then we're going to shop it out again. We make the phonographs look like new when they leave us.

PLAY METER: How do you go about determining how many new phonographs you're going to buy?

TERRY: We don't have a set number. Tomorrow, for instance, our needs might change. We might pick up some new accounts, or we might need five for one reason or another. We're going to be buying more phonographs and keeping our route updated because it's going to be worth so much money regardless. An updated route will make money.

PLAY METER: You have no set rule of getting new phonographs for your top spots once a year, then?

TERRY: We just change it when we feel like it. Unless the customer really wants one, that's when we add. We let them tell us. We don't like to brag about a location or tell a location about how good it's doing because when you do that, you'll find that you've put your foot in your mouth. If a customer wants a different phonograph, we'll get him a different one, but we don't just go in there and say they need a different one every year because they run a hundred dollars a week. You give good service, good records, and good personnel, and they are not going to say that.

PLAY METER: But you mentioned a little while ago that it helps to change the appearance of the machine.

TERRY: Right, in other words, we'll take one out and just bring it into the shop and completely go over it and move that one to a new location.

PLAY METER: So, it's part of your overall maintenance program and as a result of that they may get themselves a new phonograph?

TERRY: Yes, we have certain customers that might get one, but it might be two years unless

we're being pressured by someone else. I might add that we started to build our own bars, and we're going to have them tied up the way we want them. And then nobody can tell us what to do.
PLAY METER: And then you're going to lease them out?
TERRY: That's right. That's what it's going to become anyway. That's the way the business is headed.
PLAY METER: That seems to be an important part of the business nowadays. Many of the more successful companies are pretty well implanted in their own territories because of certain leases and land holdings. Now, what are some things you do to stimulate play on your phonographs?
TERRY: We try to put in a good sound system with speakers. We believe in speakers. We go in there and polarize the speakers correctly and criss-cross them. Most people go in there with one channel and seventy volts and that's it. We criss-cross our speakers and polarize them. A lot of people don't believe you can take the two speaker wires and turn them around backwards, and the speaker will pull in instead of push out.
PLAY METER: And that's called polarizing?
TERRY: Yes, you put minus to minus and plus to plus. People don't know why their amplifiers blow out all the time.
PLAY METER: What exactly do you mean by criss-crossing them?
TERRY: Say you're standing at the front of the building, you'll have a left channel on the left and the right channel on the right. You'll step down maybe four panels on the wall, and you'll have the right channel on your left and the left channel on your right. Anywhere you stand, you should hear the criss-cross. To me, I never really thought too much about it until one of our supervisors said we weren't doing it right, and it turned out he was right.
PLAY METER: What other accessory equipment do you use? Wall boxes? Dollar bill validators? Remote volume?
TERRY: Remote volume. No wall boxes, though. And very very few dollar bill validators. The reason is not because of the cost of the dollar bill validators but because of the service. You can get a dollar bill in there and get more people mad at you because the thing is an old wet dollar bill going in there and hanging up, and they're mad at you right off the bat. If the location insists, we will put one on. And for that reason, we do have them, but it's only because a lot of people insist on them.
PLAY METER: Who programs your records?
TERRY: My wife and the other two route persons are the ones who pick them out. They get together, and when they go to buy records they go with a list from all the locations and buy special for each location. We're starting something new this week, requests sheets. We've always taken requests, but my wife who handles much of the music programming wants to try this. She says it might have better results.
PLAY METER: Is there anything else you go by for your music programming?

continued on page 81

coin operated systems

- Coin Meters
- Coin Chutes
- Locks
- Timers
- Rotary Switches
- Custom Designs

GI GREENWALD INDUSTRIES
1340 METROPOLITAN AVE., BROOKLYN, N.Y. 11237 • TEL. 212 456-6900
TELEX 1-2281, CABLE ADDRESS — GREENCOINS, NEW YORK
A DIVISION OF WALTER KIDDE & COMPANY INC.

If it was at...

N.A.M.A.

A.M.O.A.

or I.A.A.P.A.

You can get it at...

C.A. Robinson & Co.
2301 West Pico Blvd.,
Los Angeles, Ca. 90006
Tel: 213/380-1160

Senate confirms Copyright Tribunal

The U.S. Senate has confirmed the appointment of all five members who had been nominated to serve on the newly-created Copyright Royalty Tribunal, but at presstime there was no indication as to what decisions that five-member panel would make.

At stake is the interpretation of the new jukebox royalty law and how that law will be implemented when it goes into effect January 1.

The five appointees are Tom Brennan, who is the counsel for the Senate Copyright Committee; Clarence James, a Cleveland attorney; Frances Garcia, an accountant from Austin, Texas; Douglas Coutler, a Vietnam veteran and an economics writer; and Mary Lou Burg of West Bend, Wisconsin, who is the former deputy chairwoman of the Democratic National Committee.

Garcia and James were appointed to five-year terms on the committee, and the other three members—Brennan, Coutler, and Burg—were appointed for seven years. The yearly salaries for each of the five is $47,500.

It will be their duty to determine what actually goes into the implementation of the jukebox legislation which will, as of January 1, assess each operator eight dollars for each jukebox he operates. According to a recent estimate of the A.M.O.A., there are 500,000 jukeboxes being operated in the United States, which would produce for the performing rights societies and their clients $4 million.

The main problem with the implementation of the new law is that the three performing rights societies—ASCAP, BMI, and SESAC—are insisting that the phonographs be listed by location and that, in addition, the selections on each jukebox be filed each week so that the performing rights committees would have an indication as to how to disburse the funds.

The A.M.O.A., however, contends that because of the highly mobile nature of the industry, it would be impossible to list the phonographs by location. Operators also fear that if they are forced to list their phonographs according to location, they may be required to re-register the phonograph and pay an additional eight dollars for the same machine. A recommendation by ASCAP to this effect is one of the matters the copyright tribunal will have to decide on.

Operators also fear that by listing the phonographs their business may be jeopardized because that information (the locations) would be available to the public as part of the Freedom of Information Act.

The copyright law states that in filing for the phonograph license, the operator of the phonograph must supply "the manufacturer and serial number or other explicit identification of the "jukebox. The A.M.O.A. is contending that "other explicit information" should allow operators to identify their machines by the manufacturers' serial numbers. The performing rights societies want more information.

Other points of contention which will have to be decided by the five-member panel include the matter of multiple submissions—can an operator with 200 phonographs send in a blanket application to cover his machines or must he file 200 forms?

Also the size, location, and placement of the license has created a problem. Operators want the licenses to fit into a 1-inch by three-inch slot on the record selection chart. The performing rights committees want the licenses bigger and more prominently displayed.

Bally holds Super

Three Datsun automobiles are among the top prizes being offered as part of the Super Shooter national pinball tournament, Bally Manufacturing's Battle of the Pinball Wizards.

Bally's wholly-owned subsidiaries, Aladdin's Castle Family Entertainment Centers, have been sponsoring a series of six weekly tournaments at each location as the first step in the tournament to determine the national pinball wizard.

Aladdin's Castle is awarding prizes at all levels of the contest, and entry blanks for the competition have been made available at Aladdin's Castles, Carousel USA Centers, and LeMans Speedways. What is noteworthy is that there is no player entry fee required.

The play in the tournament began in October and is extending for six weeks at the location level, with the competition set for each Wednesday. The weekly winner at each location is determined by the high scorer on the designated Bally tournament pinball machines.

The weekly winners at each location win a collection of five MCA record albums, a Super Shooter Exer-Grip from AMF Voit, and a softbound copy of the new book *Pinball* by Roger C. Sharpe (PLAY METER's pinball critic).

Still at the location level, those six weekly winners meet in a play-off to determine the location champion. In addition to moving on in the tournament, the location champion wins a GT6600 in-dash 40-channel CB unit with AM/FM stereo from Pioneer Electronics and a $50 wardrobe award from Faded Glory.

The location champions then move on to the regional level for the middle step in the tournament. For the Super Shooter contest, the United States has been divided into twenty geographical regions. One winner will emerge from each of the twenty regions to move on to the tournament finals which will take place in Chicago.

Winners at each stage of the tournament, it should be noted, are determined by the high total score. In case of a tie, the winner is the one with the highest single game score.

Those who advance to the regional finals win a trip to Chicago and accommodations at the Playboy Towers Hotel in Chicago (the site of the finals) for three days and two

Japanese Show-- much the same

Ira Bettleman, president of C.A. Robinson, Co. Inc. of Los Angeles, who recently attended the three-day Japanese Coin Machine Show in October, said he was impressed by the high percentage of games that were applicable in the United States.

"It became apparent at the show," he said, "how really closely aligned our likes are. What they liked at their show is what we liked at our show (A.M.O.A.).

"He told PLAY METER that he was surprised by the amount of games that took up a lot of square footage, but he added that many of the same games that got a good reception at the A.M.O.A. show got good receptions at the Japanese show. Among these were Sega's Heli Shooter and Nintendo's Battle Shark. He also said that many of the Japanese-made games closely resemble in playability and thematic design the more popular games that appeared at the American show.

Attendance at the show, he estimated, was roughly half that at the A.M.O.A. The show was held in Tokyo's Harumi Convention Center and drew its heaviest attendance from operators from Japan and neighboring countries. Foreign manufacturers were well represented at the show, however, and among those whose games were on display at the Tokyo event were Midway, Bally, Atari, Allied Leisure, Exidy, NSM, and Sega.

Dick Estey, Canteen Company of Oregon, Portland (third from left), was elected chairman of the board of directors of the National Automatic Merchandising Association (NAMA) at its recent convention. Other new officers are (from left) Allan P. Lucht, Paul F. McClinton, and John B. Edgerton, Jr. All will begin their terms of office on January 1, 1978.

Shootout

nights. Finalists also win a customized Super Shooter jeans outfit from Faded Glory.

The top ten winners in the finals win prizes.

Sixth through tenth-places will receive a sports package from AMF Voit. Fourth and fifth places will receive a home video system with a cassette library from Bally.

The third-place winner will get a Datsun B-210 GX automobile and a Bally home pinball game. The second-prize winner will receive a Datsun 200 SX automobile and a Bally home pinball game. And the national pinball champion will receive for his effort a Datsun 280 Z auto, along with the Bally coin-operated game that the tournament was won on.

William T. O'Donnell, president of Bally Manufacturing (center), welcomes the first contestant to enter the First National Pinball Tournament at the Aladdin's Castle Family Entertainment Center in the Harlem-Irving Shopping Center in Norridge, Illinois. Jules Millman, president of Aladdin's Castle, Inc., a wholly-owned subsidiary of Bally (left), looks on as the contestant's daughter seems ready to get the talking over with and the competition underway.

By Ralph C. Lally II

The best and the biggest

A record figure of 5,487 convention goers were on hand for the 1977 A.M.O.A. convention held October 28-30 at the Conrad Hilton Hotel in Chicago. This truly international event attracted operators, manufacturers, and distributors from the United States and 32 other countries, and a record number (110 total, which is up 68 percent over 1974's expo) of exhibitors using a record number (290) of booths assured that this was the A.M.O.A.'s biggest show ever.

For the exhibitors, it began Thursday with the tedious task of setting up their booths and making sure all was well. That night PLAY METER again hosted its cocktail party for the exhibitors at the lavish Playboy Towers Hotel. Then on Friday morning the exhibit hall was opened to the membership and visitors. By 3 p.m. registered attendance had surpassed by 600 the first day registration at last year's show.

The exhibit halls (all three of them) were packed, and there was lots to see and do. There were 20,000 more square feet of booth space to cover this year. And in all the exhibition took up a total of 78,000 square feet. There were more games on display there than ever before, and the same number of phonograph manufacturers showed up with their flashy new lines for the coming year (Be sure to read PLAY METER's phonograph buyer's guide elsewhere in this issue. The new phonographs from the major manufacturers are being previewed and pictured in full-color). On the phonograph scene, there were some whispers that a large game manufacturer on the West Coast may soon be venturing into the phonograph manufacturing business in a new facility on the East Coast. It was further rumored that the new plant would in fact be more of an assembly facility operating as the exclusive agent for a German phonograph manufacturer.

Bally's "Big" Bigfoot

The biggest and one of the most delightful surprises of the 1977 A.M.O.A. was the appearance of the D. Gottlieb and Company. Having once been burned by unfavorable press and journalistic trickery, the D. Gottlieb and Company was quick to adopt a policy of avoiding the press and maintaining a rather low profile while continuing to put out excellent pinball games. With its recent acquisition by Columbia Pictures, and the onset of stiffer competition from both here and abroad, D. Gottlieb and Company has reappeared in force on the A.M.O.A. scene.

For pinball, the 1977 A.M.O.A. show will be remembered as the "Transition Show." It was the show that saw for the first time ever solid state pinball games from all the major manufacturers, in addition to entries from Atari, Allied Leisure, Sega, and (of all people) Coffee-Mat. Yet amide all these new solid state pins, it was an electro-mechanical game that was the most popular pinball at the show. Its popularity could have something to do with the fact that it measures four feet wide by ten feet deep. The ball is a cue ball, and the game was made by Bally, Bigfoot. Bigfoot is the same game that made its debut on the recent NBC-TV special "Us Against the World" (See October PLAY METER, page 36). While it was originally intended to be used for promotional purposes, Bally is now considering it a production possibility as a high-priced specialty piece suitable for large arcades. I have designated the task of describing all the new pinballs on display to my colleague and cohort Roger C. Sharpe (the first of this series appears in this month's installment of Critic's Corner).

There were, of course, other games, equipment, and services on display at the show. All the major pool manufacturers were on hand. It was learned that Ebonite Billiards has entered into an agreement with the Questor Corp., to purchase the brand name Fischer, certain assets of Fischer Billiards, and complete manufacturing rights for Fischer pool tables. U.S. Billiards was showing an improved coin box door and lock for its pool tables. Valley Manufacturing was proudly displaying its new adjustable pricing system. U.B.I., Irving Kaye Company, and American and Brunswick were all there with their dependable lines. Dynamo made another strong appearance with its pool table line. And dark horse Champion Billiards of Bay City, Michigan had a pool table on display that had such unique features as an automatic ball rack, a device that will return any kind of cue ball, and a totally new ball return system.

On the foosball scene, it was Dynamo and Tournament Soccer which dominated the scene. It would be a toss-up as to which had the most attractive booth. Dynamo with its mirrored plexiglass and neon lights, and Tournament Soccer with a gorgeous Playboy bunny and a hollow, clear plastic foosball table filled with no less than 40,000 quarters ($10,000) to draw attention to its $10,000 tournament which ran concurrently with the A.M.O.A.

AMOA REPORT '77

show at the Playboy Towers. Tournament Soccer, it should be noted, has already planned for a one million foosball tour for 1978.

As far as the rest of the games at the show, there was the usual number of big arcade pieces that attracted a lot of attention. Among the more popular were Atari's Sprint-4, Sega's Heli-Shooter, Allied's Battle Station, and Namco's Shoot Away. For a further look at these games and the other popular new games at the show be sure to read the reports that follow. Suffice it to say that there were a lot of new videos and some promising new electro-mechanical pieces.

Midway's Burke, Ducay & Jarocki

Tournament Soccer's money table

On the video scene, the competition for the best game of the show was keen. Unlike last year's show where one game, namely Breakout by Gremlin, stole the show, this year it would have to be declared a toss-up as to just who had the hit of the show. Games that showed exceptional promise included Canyon Bomber by Atari, Circus by Exidy, Safari by Gremlin, M-4 by Midway, Game Tree by PSE, Space Wars by Cinematronics, and a number of others are to be reviewed in the reports that follow in this and next month's issue.

Electro-mechanically speaking, the hit of the show had to be a game entitled Dozer by Americoin of Milwaukee, Wisconsin (which is also known for last year's sleeper, Junkyard).

Two manufacturers were showing wall games. Gremlin introduced a bowling game called Ten Pin while newcomer Sunbird of Minneapolis showed its new Super Bowler. It was evident by the reaction to these two manufacturers that wall games are alive and well and appear to be making a resurgence.

The exhibit hall closed at 3 p.m. Friday to allow time for an all-industry seminar (See the report on the seminar in another article in this issue). Friday night Bally hosted a sit-down banquet for about 600 distributors and friends.

Saturday saw the exhibit hall open from 10 a.m. to 6 p.m. Both Atari and U.S. Billiards held breakfast meetings with their distributors that morning. And at midday, a general membership meeting took place to elect new officers for the coming year. Don Van Brackel of Defiance, Ohio was elected as the new A.M.O.A. president replacing Garland Garrett, Sr. of Wilmington, North Carolina. Next year's dates are November 10, 11, & 12.

One final point of note is that the A.M.O.A. show has truly become an international show. The number of foreign visitors to the show climbed from 250 last year to about 600 this year. The largest foreign representation came from Canada which had 152 people at the show. Great Britain's coin industry was represented by 145, and West Germany was third with 87. Others attending the show came from as far away as Thailand, Trinidad, Argentina, Singapore, New Zealand, and Australia.

Play Meter plays the games

Volume Three, Part One

By Ralph C. Lally II

The 1977 A.M.O.A. and I.A.A.P.A. expositions had much to offer in the way of new games. As always, there were some good games and there were some bad ones. For obvious reasons, there's no need to waste any time telling you about the bad ones. But the good ones are certainly worth saying something about. What follows is a report on the most popular new games now being put on the market.

STAR WARS

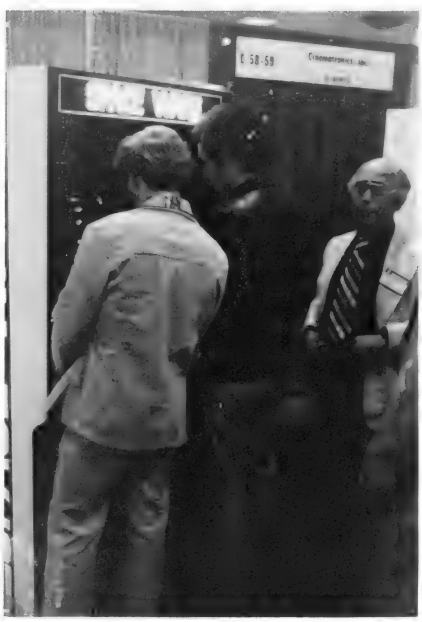
In prior years, we've seen the war of the wall games, the battle of the paddle games, and the revolution of the foosball tables. This year the A.M.O.A. will be remembered as the war of the "Star Wars" games.

It seemed as if everybody had a "Star Wars"-type game. The one considered by most to have the most promise is entitled **Space Wars** by Cinematronics Inc.

What's a company like Cinematronics doing in an article like this? That's a good question. With no long list of past winners, the admitted "dark horse" video manufacturer from El Cajon, California has come up with one of the best games of the show. Operators PLAY METER contacted verified reports of unusually high earnings on **Space Wars** which has been on location test for up to eight months in the southern California area.

While **Space Wars** may have high earning potential and lasting play appeal, it should be remembered that these two important ingredients for a successful game are of no value if the game is down. This holds true as much with a Cinematronics game as it does with an Atari game. Either one is useless when it's down. Therefore, a word of caution, good readers—look before you leap.

Unless you are absolutely sure about a certain manufacturer's quality and reliability, you can't afford to go hog wild and buy everything in sight. If you're not sure about a particular game, buy just one and test it for yourself. If you're satisfied with its performance, you can always go back and buy more.



C. A. Robinson's Al Bettelman observes the action on Space Wars.

Space Wars

By Cinematronics, Inc

It would quite literally take pages to describe fully **Space Wars**. The reason is that there are seemingly countless ways you can play the game. The theme of the game obviously comes from the motion picture smash hit "Star Wars." Strictly a two-player game, this stand-up video game's player controls consist of five spring-loaded push buttons.

The credit and selection system on **Space Wars** reminds one of a jukebox. In addition to the player controls, there are eleven other buttons that are used to select optional modifications to the actual play of each game. There is even a reset button that is used if either player is lost in space or just plain frustrated.

As far as the cabinet and the graphics, the game leaves something to be desired. There is no artwork on the cabinet, simply the name of the game and no artwork around the video screen. Surely a movie such as "Star Wars" should have inspired something no less sensational in terms of artwork.

The video screen playfield represents the emptiness of space. Each player controls his own spaceship with a set of five buttons. Why buttons? An airplane-type control or even a joystick control would probably have been more effective. With the buttons, one has to be pushed to turn the craft left, right, to go forward, to fire with, and even one to make an emergency escape and run the risk of self-destruction. A bit on the confusing side.

The object of this two-player combat game is to blast one's opponent as often as possible without getting blasted in return. It's the old cat-and-mouse game all over again but with a few twists—nine different speed selections and four different play modifications to be exact.

Also worthy of note about **Space Wars** is its new patented **Vector-beam** monitor and its new coin-accumulator. This new monitor allows ultra high resolution in screen images and adds greatly to the visual impact of the game. The coin accumulator sells units of time (operator-adjustable) between one and two and one-half minutes at 25 cents each. Up to twenty hours of playing time can be purchased at one time. The duration of the game is therefore up to the players themselves.

totally electronic pinball by stern

- Built in test program
- Complete accounting program
- Proven solid state microprocessor system

- Digital displays
- "High score to date" displayed
- New sound

"PINBALL" THE NAME OF THE GAME

STERN *ELECTRONICS, INC.*

1725 Diversey Parkway, Chicago, Illinois 60614
(312) 935-4600, Telex 25-4657

Electronic System designed by Universal Research Laboratories, Incorporated, A Stern Subsidiary

STERN DISTRIBUTORS

UNITED STATES

ALABAMA
Birmingham Vending
540 Second Avenue North
Birmingham, Alabama 35200
(205) 324-7526

Franco Distributing
1469 Jean Street, P.O. Box 927
Montgomery, Alabama 36104
(205) 834-3455

CALIFORNIA
Advance Automatic Sales
1350 Howard Street
San Francisco, Ca. 94103
(415) 864-0400

C. A. Robinson Company
2301 W. Pico Blvd.
Los Angeles, Ca. 90006
(213) 380-1160

COLORADO
Continental Divide
778 S. Sante Fe Drive
Denver, Colorado 80223
(303) 778-7778

Rowe International
2830 W. Ninth Ave.
Denver, Colo. 80204
(303) 534-6308

FLORIDA
Belam Florida Corporation
1541 N.W. 165th Street
Miami, Florida 33169
(305) 621-1415

Rowe International
60 Riverside Avenue
Jacksonville, Fla. 32202
(904) 356-0256

Southern Music Distr.
503 W. Central Blvd.
Orlando, Fla. 32801
(305) 843-4302

GEORGIA
Greater Southern Distr.
2164 Marietta Blvd. N.W.
Atlanta, Ga. 30318
(404) 352-3040

ILLINOIS
Empire Distributing
120 South Sangamon Street
Chicago, Illinois 60607
(312) 421-5200

World Wide Distributing
2730 W. Fullerton Ave.
Chicago, Illinois 60647
(312) 384-2300

INDIANA
Empire Distr.
1343 Sadlier Circle, South Dr.
Indianapolis, Indiana 46239
(317) 352-0466

J & J Distr.
1352 N. Illinois Street
Indianapolis, Indiana 46207
(317) 634-3571

IOWA
Philip Moss & Co.
1420 Locust Street
Des Moines, Iowa 50309
(515) 288-3331

KENTUCKY
Kentucky Coin Machine
635 W. Main Street
Louisville, Ky. 40202
(502) 583-2813

LOUISIANA
A.M.A. Distr.
1711 Saint Charles Avenue
New Orleans, La. 70103
(504) 529-2315

S & H Novelty
1550 Bolinger Street
Shreveport, La. 71103
(318) 222-1642

MARYLAND
General Vending Sales
245 W. Biddle Street
Baltimore, Md. 21202
(301) 837-4119

MASSACHUSETTS
Robert Jones International
880 Providence Hiway
Dedham, Mass. 02026
(617) 329-4880

Rowe International Inc.
888 Providence Hiway
Dedham, Mass. 02026
(617) 329-3300

MICHIGAN
Empire Distr.
19679 John R. Drive
Detroit, Mich. 48203
(313) 368-8500

Empire Distr.
1939 S. Division
Grand Rapids, Mich. 49507
(616) 243-3644

Miller Newmark
310 Livernois Ave.
Ferdale, Mich. 48220
(313) 399-7600

Miller Newmark
2900 29th Street S.E.
Grand Rapids, Mich. 49508
(616) 949-2030

MINNESOTA
Lieberman Music
9549 Penn Ave. South
Minneapolis, Minn. 55431
(612) 887-5300

MISSOURI
L & R Distr.
1901 Demar Blvd.
St. Louis, Mo. 63103
(314) 421-3622

Philip Moss & Co.
1601 Forest Street
Kansas City, Mo. 64108
(816) 421-4570

NEBRASKA
Philip Moss & Co.
1514 Davenport St.
Omaha, Neb. 68102
(402) 346-3933

NEW JERSEY
Betson Enterprises
3726 Tonnelle Ave.
North Bergen, N. J. 07047
(201) 864-2424

NEW MEXICO
Lovell Company
3415 Vassar N.E.
Albuquerque, N. M. 87102
(505) 345-6536

NEW YORK
Albert Simon, Inc.
587 Tenth Ave.
New York, New York 10036
(212) 564-0006 or (516 842-4242

NORTH CAROLINA
Brady Distributors
1900 W. Morehead Street
Charlotte, N. C. 28202
(704) 373-1211

OHIO
Cleveland Coin International
17000 S. Waterloo Road
Cleveland, Ohio 44110
(216) 692-0960

Cleveland Coin International
7029 Huntley Road
Columbus, Ohio 43229
(614) 846-8590

Monroe Distributing
2423 Payne Avenue
Cleveland, Ohio 44114
(216) 781-4600

Monroe Distr.
1424 Stanley Ave.
Dayton, Ohio 45404
(513) 223-0550

Shaffer Distr.
1100 W. Third Ave.
Columbus, Ohio 43212
(614) 224-6800

Shaffer Distr.
2126 E. 21st Street
Cleveland, Ohio 44115
(216) 241-2651

OKLAHOMA
Culp Distr.
614 W. Sheridan Ave.
Oklahoma City, Okla. 73102
(405) 232-9591

OREGON
Dunis Distr.
1140 S.E. 7th Avenue
Portland, Oregon 97202
(503) 234-5491

PENNSYLVANIA
Active Amusement Machines
666 N. Broad Street
Philadelphia, Pa. 19130
(215) 684-1600

Atlas Novelty Company
2231 Fifth Avenue
Pittsburgh, Pa. 15219
(412) 471-1704

SOUTH CAROLINA
Rowe International, Inc.
1104 Shop Road
Columbia, S.C. 29201
(803) 799-3540

TENNESSEE
Game Sales Company, Inc.
444 Monroe Avenue
Memphis, Tenn. 38103
(901) 525-8351

Sammons-Pennington-Nashville
214 Sixth Avenue South
Nashville, Tenn. 37203
(615) 255-1129

TEXAS
Allcoin Equipment Company
1811 S. Alamo Street
San Antonio, Texas 78204
(512) 222-2306

Commercial Music Co.
1550 Edison Street
Dallas, Texas 75207
(214) 741-6381

H. A. Franz Co.
606 Dennis Street
Houston, Texas 77006
(713) 523-7366

State Music Company
3100 Main Street
Dallas, Texas 75226
(214) 744-3477

UTAH
Struve Distr.
276 W. 1st South
Salt Lake City, Utah 84101
(801) 328-1636

WASHINGTON
Music-Vend Distr.
1550 Fourth Ave. South
P.O. Box 24807
Seattle, Wa. 98124
(206) 682-5700

WISCONSIN
Pioneer Sales
N55 W13875 Oak Lane
Menomonee Falls, Wis. 53051
(414) 781-1420

Empire Distr.
2267 Main Street
Green Bay, Wis. 54302
(414) 468-5200

CANADA

ONTARIO
New Way Sales
1239 Queen Street West
Toronto 3, Ontario Canada
(416) 532-4481

Taraleigh Amusement
35 King Street
Waterloo, Ontario N2 J2W9 Can.
(519) 886-2600

QUEBEC
Laniel Automatic
151 Rockland Rd.
Montreal 16, Quebec Canada
(514) 731-8571

VANCOUVER
Rowe International of Canada
6909 Antrim Avenue
Burnaby B.C. V5J4M5
(604) 438-6431

EXPORT

AUSTRALIA
Leisure & Allied Industries
34 Palmerston Street
Perth West Australia 6000
Phone: 28-2611 Telex: 97202

BELGIUM
Seeben S.A.
63-65 Vredebaan
2510 Mortsel (Antwerp) Belgium
Phone: 031-495865
Telex: 33441

SWEDEN
Abata Handels Aktiebolag
10 Gustafsvagen
17149, Solna Sweden
Tel: Stockholm 830410
Cable: Abatagame 854170192

SWITZERLAND
Novomat AG
Grabenakerstrasse 11
4142 Munchenstein 1
b/Basel Switzerland
Phone: 061-46 75 60

FRANCE
Ets Bussoz
79, Rue De Clignancourt
Paris 18, France
Phone: 606-0051 or 0052
Telex: 66540

GERMANY
Erich Schneider GMBH & Co.
9 Lagerstrasse
2 Hamburg 6 West Germany
Cable: SCHNEIDERIMPORT
Tel: (040) 439-5051-0052

JAPAN
Sega Enterprises Ltd.
Tokyo International Airport
Haneda P.O. Box 63, Tokyo
Ph: 742-3171-9 Tlx: 781-2357
Cable: Segastar Tokyo, Japan

ENGLAND
Ruffler & Deith Ltd.
127 Wandsworth High St.
London SW18 4JV England
Tel: 01-870 5238 & 870 5224
Telex: 929222

Star Cruiser
By Ramtek

Another two-player combat game that used the "Star Wars" theme was Ramtek's **Star Cruiser**. Player controls on **Star Cruiser** are the more familiar U-shaped airplane-type control with firing buttons on the handle grips. An accelerator located at the bottom of the cabinet controls the thrust of each player's space ship.

The Ramtek version features full-color silk screened graphics on the display glass around the video monitor. The bottom front of the cabinet depicts none other than R2D2, the little robot that starred in "Star Wars."

The object of the game is the same as in **Space Wars**—to blast the opponent to pieces. In actual fact, when it comes to the play concept of each game, **Star Cruiser** and **Space Wars** are somewhat reminiscent of two earlier games, namely Nutting's Computer Space and Atari's Tank. All four of these games are built around a one-on-one play concept with both players having complete mobility all over the playing area. This concept has proved to be a sound one because it pits player against player. Ramtek's **Star Cruiser** has this proven feature and hopes to capitalize on it.

It should also be mentioned that the sound effects of the Ramtek piece are above average and add even more to the game.

Space Battle
By U.S. Billiards

Yet another in this year's long line of "Star Wars" games is U.S. Billiards' **Space Battle**. And with **Space Battle** comes yet another type of player control—the joystick. What makes the classic joystick control more feasible in **Space Battle** is that each player's space ship moves in either a vertical or a horizontal direction. **Space Battle**'s cabinet also features colorful artwork around the screen as well as on the sides of the cabinet itself. An added feature is a set of colored lights that flash on each time a player scores.

The idea of **Space Battle** is for each player to maneuver his spaceship up and down his side of the screen trying to set up an opportunity to shoot his opponent down. Moving up and down in a vertical fashion in the middle of the screen are two objects, a space wheel and a planet that can be used to hide behind when under attack. Since each spaceship has a limited range in which it can fire its laser, players are encouraged to move in on their opponent to score. Strategy also plays an important part. The constantly moving space station and planet also provide cover for an attacking ship and can therefore be used offensively.

Space Battle also offers an extended play feature when either player reaches a pre-determined number of hits.

Starship I
By Atari, Inc.

Unlike the other "Star Wars" games, the Atari version, entitled **Starship I**, differs drastically in that it is strictly a single-player game. Quite the contrary. Because the Atari game is a single-player game, it offers the player a great deal more realism.

Player controls are a U-shaped airplane-type control with a firing button on both hand grips. The **Starship I** cabinet is brightly colored and decorated with space age art and colorful graphics. The graphics surrounding the video screen are particularly effective in producing a simulated three dimensional effect.

The object is for the player to maneuver his space craft through space at either fast or slow speeds while firing a series of laser beam shots at enemy ships. The target ships come out at the player much like the pylons on Night Driver do thereby creating the illusion of depth. The object is to maneuver up or down, left or right to zero in and fire at the targets.

The spaceships vary both in size, speed, and point value. In truth, the basic play concept is similar in some respects to MCI's one-time electro-mechanical success Red Baron. One difference in **Starship I** is that a player has to avoid running into planets and enemy targets to prevent

loss of playing time due to a rather large explosion that accompanies each crash.

In addition, **Starship I** features a pair of ear level speakers that carry the excellent sound effects of the game to the player rather than to those who are standing around him. The game also offers an extended play feature and displays the high score for the week on the screen after each game is over.

OTHER THEME GAMES

As was mentioned earlier, there were a great many new games at the show. It would be impossible to label any particular game as the star of the show. This year no one game stole the show as did Gremlin's Blockade of one year ago. It seems that most if not all the new games are rehashes of an older success. It was somewhat of a disappointment to see so much time and effort go into games that are re-vamps. There was no one game whose play concept was totally new and different.

The cabinet theme prevailed this year more than ever before. Other than the "Star Wars" games, there were tank games and hunting games. There were also a good number of driving games and target games.

Canyon Bomber

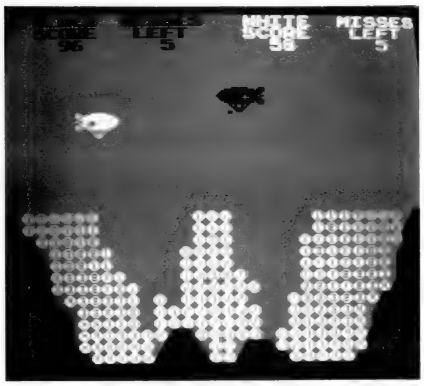
By Atari, Inc.

In addition to **Starship I**, which has been released for quite some time now, Atari had its usual staggering lineup of new games. Heading the list of new entries was **Canyon Bomber**.

Canyon Bomber is a one- or two-player stand-up video bombing game. Player controls consist of a single button, that's it. The cabinet graphics and artwork are of the usual Atari caliber—bright and exciting.

The object of **Canyon Bomber** is to drop bombs from World War I-type blimps and biplanes on ball-shaped numbered targets filling a canyon depicted on the video screen. Each player has his own aircraft. It starts off as a blimp and ends up as a biplane. Yet the players have no control over the speed or direction of his own aircraft.

Each player's aircraft moves across the screen at random speeds and from either side of the screen. The idea is to release a bomb during each bombing pass over the canyon in an effort to hit as many targets below as possible. Targets are valued from one to four points each. When a bomb is released from a blimp, a maximum of eight targets can be wiped out with a direct hit from one of the bombs. The biplanes can knock out up to four targets. As each



Atari's Canyon Bomber

target is hit, its respective point value is added to the player's score and the targets disappear from the screen. The idea is to clear the canyon of all 300 odd targets and amass the highest point total.

Obviously, as the game progresses, less and less targets remain on the screen. The task of judging just when to release the bomb and gauging the angle of the bomb's descent becomes increasingly more difficult as the number of targets diminish. Playing time is determined by the number of times a bomb is dropped and misses hitting a target. The number of game-ending misses is operator-adjustable from three to six misses. If a player's aircraft crosses the screen without releasing a bomb, it counts as a miss. Players are therefore forced to drop at least one bomb during each pass.

Since game time is based on the number of misses allowed, players are rewarded with bonus game play as long as they have not used up all their misses. As in pinball, the player's own skill determines how long he plays. This is a very strong play feature that more games should have, but don't.

Circus

By Exidy

Exidy's new **Circus** game was another new game that got a great deal of attention at the recent shows. Built around a carnival theme, the new video upright can best be described as a rather glorified paddle game. But before you go saying to yourself, "Not another paddle game," remember Atari's sensational sleeper of last year, Breakout.

While Breakout was in truth a paddle game, Exidy's **Circus** is not quite so simple in its play concept. The player control as with most paddle games is a mere knob. But instead of the usual horizontal paddle as in Breakout, **Circus** uses the image of a spring board much like acrobats in a circus would use. The knob moves the springboard horizontally across the screen.

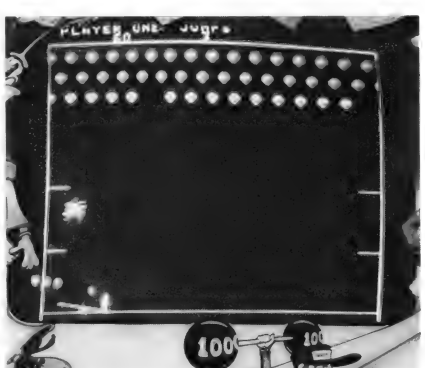
The top portion of the playfield is lined with three rows of colored balloons that move from side to side during play. The first row of all yellow balloons are worth twenty points each, the second row of green balloons are fifty points, and the top row of blue ones are one hundred points.

The object is to catapult a clown figure up off the springboard towards the balloons at the top of the screen. When the clown comes in contact with the balloons it pops them. It's possible for the clown to pop several balloons in one jump. The idea, of course, is to pop all the balloons. Each time a player successfully pops an entire row of balloons he is awarded bonus points from 200 (for the bottom row) up to 1,000 points (for the more difficult top row).

In contrast with the paddle game Breakout, instead of a ball hitting a paddle, **Circus** employs a clown figure hitting a springboard. The farther out on the edge of the springboard he goes, the higher he bounces up towards the balloons. Each time a player fails to land the clown on the end of the springboard, it counts as a miss. Game time is therefore determined by the number of misses. The number of misses is operator adjustable from three to nine.

Here again we see an exceptional game that puts the emphasis on the skill of the player when it comes to game duration. The better the player, the longer the game, and vice versa.

Of particular interest in **Circus** are the sound effects, a game feature



Exidy's Circus

that more and more games manufacturers are emphasizing. In addition to being a maddening challenge to one's eye-hand coordination, **Circus** also comes off as a truly entertaining piece as well. The hilarious sound effects coupled with the graphic antics of the clown figures

bouncing up and down combine to draw spontaneous laughter from anyone observing the game. Every time the clown comes down and misses the springboard, he splatters on the ground, and a funeral march is played. Each time he lands on the springboard and bounces back up, a rubbery bouncing sound is heard. Together with the comic sound of a slide flute and balloons popping, **Circus** sound effects were sensational. **Circus** also comes equipped with an extended play feature, a high score incentive, and a brightly-colored cabinet.

Safari

By Gremlin

Gremlin Industries which took the show by storm last year with its surprise entry, Blockade, was back in full force again this year with its latest game called **Safari**. Known for its wallgames and video strategy games, **Safari** represents the second theme game from the San Diego games manufacturer. The first Gremlin theme game was Depth Charge which was released this past September (See October PLAY METER, page 46).

Safari can best be described as a single-player version of Midway's winner of two years ago, Gunfight. Player controls on **Safari** are identical to those on the two-player Gunfight. A joystick controls the figure of a big game hunter on the video screen and a pistol grip and trigger controls the hunter's shooting arm. Instead of shooting it out with another player, **Safari** challenges the player to hunt wild game in a jungle setting.

The video screen playfield consists of a hut or blind located in the lower left hand corner of the screen from which the hunter can emerge and open fire on an assortment of moving targets. As long as the hunter remains in the hut, he is safe and cannot be harmed. It is possible for him to protrude slightly out of the hut and shoot from there. But in order to reach the maximum score, he must occasionally leave the safety of his hut and subject himself to being struck down by one of the wild animals that randomly dash across the screen. A player loses game time if the hunter is struck down by an animal.

Gremlin's Safari

The wild animals of **Safari** include a rather slow-moving snake worth 100 points, a lion worth 100 points, a wild boar worth 200 points, and a flying vulture worth 300 points. There are times during the play of the game that all four animals are moving across the screen at the same time. Its a maddening challenge to try and shoot them all.

Gremlin is yet another manufacturer that impressed us with its use of sound in connection with its new games. **Safari** excells in recreating realistic jungle sounds. Additionally, the cabinet graphics and screen artwork are bright, imaginative, and eye-catching. **Safari** also features an extended play feature when a player scores 3,000 or more points. And the game offers the day's top score.

M-4

By Midway

Midway, which is probably best known for its combat games, came with another combat theme in its new game called **M-4**. Billed as combat strategy, **M-4** is a tank battle game with a different twist. A two-directional joystick controls each player's tank.

On each side of the 23-inch monitor sits a tank facing the center of the screen. The tanks run up and down the screen in a vertical manner. A simulated brick wall running from the top of the screen to the bottom runs directly in front of each tank. Behind each tank is a vertical runway also running from top to bottom of the screen. Randomly, a jeep or a plane will pass behind the tank on these runways. The object of the game is to blow holes in the wall protecting the opposing tank and shoot through these holes at the planes and jeeps as they pass or at the opposing tank.

Blowing a hole in the opposing wall counts as one point, hitting the opponent's tank scores ten points, hitting a jeep scores twenty, and the planes are thirty points. A game of strategy develops when players begin to sacrifice their own tanks in order to prevent a hit on a higher value target running behind it (a jeep or an airplane).

To heighten the excitement and to put more emphasis on strategy, each tank can only fire off ten rounds before reloading. A re-load button must then be quickly depressed and the time allowed for reloading (three or four seconds). This feature is similar in purpose as the six bullets each player was allowed in Midway's earlier success, Gunfight.

The sound effects of the **M-4** are nothing sensational but acceptable. The cabinet artwork and colors are excellent, and the color graphics around the screen are vivid and make for an all around good game.

Destroyer

By Atari

Atari recently released another combat theme game. This new game that made its first appearance at the historic music and games exhibit of the recent N.A.M.A. exhibition, is a single-player sea battle game aptly named **Destroyer**. The player controls a destroyer that moves across the top of the screen at either a fast or a slow speed, player adjustable. Running randomly below the surface of the water at different depths are two types of submarine targets that travel at different speeds. The object of the game is to release depth charges from the destroyer in an effort to explode the subs running below. Players can aim for higher point, harder-to-hit submarines as their skill increases.

The main player control is a rather large knob that has two functions. By rotating the knob, a player moves a horizontal line visible on the monitor that sets the depth at which each depth charge will explode. The trick is launching from one to four depth charges at just the right instant to score a hit. Depth charges are released by simply depressing the knob after setting the desired depth.

Three-dimensional visual effects add to the overall impact of the game as well as the realistic sound effects highlighted by ear-level speakers. Cabinet colors are vivid and attractive. **Destroyer**'s extended play feature offers three different levels of difficulty. And playing time is adjustable from 50 to 125 seconds. A high score to date is displayed at the end of each game.

Next month Part Two of "PLAY METER Plays the Games," will take a look at two electro-mechanical games, Americoin's **Dozer** *and Sega's* **Soccer.**

We will also take a closer look at five more new video games—Atari's **Ultra Tank,** *Exidy's* **Super Death Chase,** *Midway's* **Laguna Racer,** *Meadows'* **Inferno,** *and PSE's* **Game Tree.** *We'll also take a look at some of the larger more expensive specialty pieces such as Atari's* **Sprint-4,** *Bally's* **Bigfoot,** *Allied's* **Battle Station,** *Sega's* **Heli Shooter,** *and a unique new photo machine by the Polaroid Corp.)*

An operator's view

By Gene Beley

[*PLAY METER's resident operator/correspondent, Gene Beley, after seeing his first A.M.O.A. show, took the time to set down his impressions of the A.M.O.A. extravaganza. The viewpoints expressed herein, however, does not necessarily represent those of PLAY METER MAGAZINE—Ed. Note.*]

$89 from Los Angeles to Chicago!

"Fly me, I'm yours A.M.O.A.," I beamed upon reading that advertisement from the friendly skies of United Airlines. I was surprised to find no problem in getting a room secured at the A.M.O.A. headquarters (Conrad Hilton Hotel), with only a week before show time. Ralph Lally, PLAY METER's publisher, assured me my credentials would be waiting.

After a hectic day prior to leaving, I took the midnight flier out of Los Angeles International Airport. Due to a fogged-in Chicago O'Hare Airport, United circled so long the 747 nearly ran out of fuel. Thus we landed in "nearby" Kansas City, Kansas, for refueling. After a considerable time on the ground, we once again headed for A.M.O.A. Twelve hours later after leaving Los Angeles, we landed at Chicago, knowing how the astronauts feel upon returning to Earth.

A $3.50 bus "limousine" ride whisked me into the Conrad Hilton where I checked in and sacked out for two hours. That evening, I attended the PLAY METER cocktail party at the Playboy Towers Hilton suite where Publisher Ralph Lally was staying. Gary Stern, president, Stern Electronics, was one of the early arrivals, and I enjoyed chatting with him. Among the many other manufacturers' representatives attending were Bally's Bill O'Donnell, Midway's Andy Ducay, Atari's Gene Lipkin, Joe Keenan, and Nolan Bushnell and a host of others. I engaged Bushnell, founder of Atari, in a conversation regarding the needs of key operators to obtain financing for large projects requiring over $100,000 for location leases and machines. Bushnell confided this issue has been discussed many times, but feels few operators are true entrepeneurs.

Whereas the industry has catapulted its equipment prices as much as 300 percent in five years, little has been done to help the operators adjust economics to "shift gears" for this new era. I countered with constructive criticism regarding how there are many service schools offered now by the leading manufacturers, but no distributor-level seminars on economics, salesmanship, and operating a route.

My contention is there are two distinct types of personnel active at the operating level: (1) the service people; and (2) administrators, or, Bushnells, the *entrepeneurs*!

Other valid arguments presented by Bushnell were his philosophy that such financing should not be "internal" (supplied by the manufacturers). Positively speaking, for major projects requiring in excess of $100,000, he recommended seeking out "doctors and lawyers" and "offering them tax shelter incentives"—very good advice, since I strongly feel operators increasingly will have to remove themselves from the business of financing and become professional manager-entrepeneurs, seeking financiers to provide the financing on an equity basis, versus a debt basis. Whereas just 15 machines at $1500 each equals $22,500 before any taxes or interest charges and most fulltime operators need 50 to 100 machines for even a small route, the critical need for education on financing alternatives are drastically needed.

Shopping mall amusement center operators are paying up to $100,000 in leaseholder improvements *before* buying games. Stocking such a store will cost an average of another $100,000. I strongly feel there should have been more interplay between the financially-strong manufacturers, such as Bally and Atari, to help leading operators establish the early super-mall locations; I'm especially critical of manufacturers that choose to operate on all levels by securing the best locations for themselves, while continuing their base support from the competitive "street" operators.

Anyhow, such an informal, college-campus-like discussion with Bushnell and others at the PLAY METER party immediately summarized one of the benefits of A.M.O.A. If for some reason I would've had to return home the following morning, I went to bed that night feeling the trip had already been worth the price.

At A.M.O.A. each operator has the opportunity to meet with nearly any manufacturer on a one-to-one basis, without telephones and secretaries interrupting conversations. That first night I went to sleep remembering Bushnell's prediction, "No one in this room tonight will believe me, but within three years, all manufacturers' pinballs will be the same size of Atari's."

Registration at A.M.O.A. is greatly expedited if you pre-register and, thanks to PLAY METER, I got my badge quickly and entered the operator's "magic castle." Bally's big booth greeted all at the bottom of the first flight of stairs with the new pinball lineup and beautiful girls slapping Bally brand flipper decals on our chests; I regretted not having anything to reciprocate the favor.

And, then, there it was—Bigfoot—my God! Four-feet wide, by seven-feet long, with a back glass that would grow Jack's bean stalk. And this Bally giant pinball actually works. The ball is a cue ball. Although I was anxious to play it, I decided to walk through the array of booths to assimilate everything, knowing I would be there several days, with plenty of time to absorb

AMOA REPORT '77

and play.

The next booth was Midway's and I was impressed with the display of monitors *above* each machine, displaying the visual action occuring in front of the players, usually hidden from view of spectators. Such a natural, simple-to-do video repeater was another arcade sales idea that might be readily used by many operators.

Later during A.M.O.A. I discussed it with Midway's Larry Burke. He explained a letter had been sent to all distributors, offering the video repeaters and mounting brackets, but the information may have gotten stop-gapped on busy distributors' desks. In fact, one distributor listening to us expressed great skepticism that such an idea would ever be used by operators if they *had* disseminated the information.

After visiting one room of the exhibition hall and thinking "Well, I guess that's all," there was an entrance into another room. Upon finishing a tour of that room's equipment, there would be another room, then another, and an escalator to an upstairs room. Actually, I didn't finish seeing all the equipment the first day.

Several times in past years I had asked distributors' opinions on attending A.M.O.A. Those queried led me to believe it would not be worth my time or expense; they would be bringing back the equipment within several weeks after the show. Attending the actual show, I learned relying on that method is similar to book lovers relying on the Reader's Digest to supply them the year's best novels on a condensed basis.

The distributor has a tremendous task of trying to predict what, you, the operator, will buy. He must be highly selective and present a condensed package back home to the operators—top equipment preferably in brands for which he already stocks parts.

Operators who have never attended an A.M.O.A. show don't know what they are missing. I have begun to wonder the impact on the industry and its economics if, beginning in 1978, thousands of more operators began to attend the big show.

Operators will quickly learn our industry is national and world-wide in scope. I met more people in just a few days than in the previous 10 years. I enjoyed learning that Lee Peppard, president of Tournament Soccer, lived in Missoula, Montana when I was a student there (before transferring to San Jose State). I drank beer at night with jolly ol' Jim Crompton, chairman, Alfred Compton Ltd., of England. After hearing many outstanding comments about Craig Singer, president, Nickels 'n' Dimes Corp., operator of 33 shopping mall electronic game rooms, we finally met in Chicago in the Sega booth.

Walking through the hotels or on Chicago streets, it was pleasant to see the A.M.O.A. badge. If one operates only on a local level, he tends to think of only *his* business, rather in terms of being part of a great industry. I quickly learned those attending the A.M.O.A. show split into two areas: around the Conrad Hilton area or the Playboy Club area about two miles apart.

The night life centers more around the Michigan, Rush and State Street areas, close to the Playboy Towers Hotel. It took me three nights to find State Street, "that great street" where heavy foot traffic makes an operator wish he could borrow some of that A.M.O.A. equipment and set up an instant arcade for the night.

However, after talking to one local operator in Reuben's Game Room on State Street, I found the stark economics that make it rough: $75 per machine and $500 for an operator's license in Chicago. It certainly made me appreciate our model game ordinances in Los Angeles (less than $500 annually for five machines or more). Even Reuben is looking for locations out of state, despite the fact he is sitting in the most potentially lucrative area for an operator I've ever seen with restaurants, theaters, and the nearby University of Chicago providing a dream mix.

Now, down to the nitty gritty, from a lowly operator's viewpoint. What did I most enjoy seeing amongst all those brightly wrapped October Christmas presents under the manufacturers' trees?

Personally, I predict this A.M.O.A. will prove the small manufacturer still stands a chance among the giants. I predict Cinematronics, Inc. (El Cajon, California) has a run-away winner in its Space Wars machine. I first played it with Stan Russo, vice-president, Portale Automatic Sales, of Los Angeles. It took me two plays to get the true impact of this realistic space wars game.

The two-player, highly competitive Space Wars is kind of a space version of Atari's Tank, but more sophisticated. I am personally a great Atari fan, and must admit not buying anything but Atari and Midway the past few years. All operators have grown skeptical of buying an offbeat brand machine without an established company track record and strong distributor-backed parts supply.

But as I learned to fly my space ship through the friendly skies of Cinematronics, zipping around the sun in the middle, the Big Dipper on the left and Orion Constellation on the right, I grew addicted to this game.

Jim Pierce, president of Cinematronics, said his company is three years old and this Space Wars game has taken that long to develop. "The basic idea has been around since M.I.T. students played it on large computers years ago," he added, "and it is strictly coincidence that the Star Wars movie has recently been released to help our timing."

Space Wars has been location tested in the Berkeley, California area for eight months and San Diego for three months by Tommy Thompson, who validated earnings were approximately $600 a week!

Sound affects are spectacularly realistic on destruction hits of your opponent's space ship or in collisions with the sun. The vectorbeam monitor provides a patented, technological breakthrough which allows ultra-high resolution. If anything, as one major manufacturer's engineer commented, Space Wars may be "over-engineered." It appears to be well-built and the manufacturer claims location testing has proven it reliable even during a heavy season of summer, peak play.

Another manufacturer with a big-time hit was Exidy, which is also a California-based company. Exidy introduced its video Circus, with a clown jumping off a diving board onto a teeter-tooter and springing up to pop balloons in rows at the top.

Many helium-filled balloons decorated the Exidy display of several upright Circus games. Operators may wish to do the same on some locations to promote the game, or even obtain a coin-operated helium balloon vendor to place alongside the game. (Wonder why no such

continued on page 38

Seminar message: 'Renew thyself'

By David Pierson

"Every business has an underlying thing, that it must innovate and renew itself if it is to survive and expand." Thus began Dr. John R. Malone at the A.M.O.A. exposition seminar October 28 at the Conrad Hilton Hotel in Chicago.

Dr. Malone, who spoke at the A.M.O.A.'s Notre Dame seminar in Denver earlier this year, chose the topic "Salesmanship: The Road to New Business Development" for his address to the packed audience.

While operators will agree that salesmanship is an essential part of their business, most operators will also readily admit that perhaps they are not the salesmen they could or should be, and it was this point which Malone emphasized and re-emphasized in his lecture on maintaining and expanding your business.

At the beginning of his lecture he outlined the need for new business development, stressing that without gaining new business an industry cannot survive for long. "There is a combination of causes which bring about a decline or loss of business, and they don't have anything to do with the operator's job performance. While admitting that he did not know the turnover rate of operator's locations, he ventured an estimate of between ten and fifteen percent of the locations are lost each year. The factors which contribute to this loss of business, he said, includes the following: competition, where another operator or another form of entertainment replaces your machines; the location going bankrupt; changes in traffic; the death or retirement of the location owner; a change in consumer behavior, such as more emphasis being placed on some other aspect of life; urban renewal projects; factory and store closings; changes in neighborhoods; and government regulations and taxation.

Therefore, he adds, "to insure survival and growth of your business, it is necessary that you have a program of new business development." His suggestions on ways to turn this trick and make up for the losses that come from the normal turnover of business opportunities took the form of eight strategies. Those eight strategies are (1) getting new machines into existing locations; (2) getting additional machines into existing locations; (3) getting new types of machines into existing locations; (4) looking for new business of the traditional type (such as new bars, new restaurants, etc.); (5) going after locations served by competitors; (6) going after old locations that do not have machines; (7) looking for new types of locations; and (8) getting new types of machines.

Getting into the actual selling process for the operator, Malone offered a bit of positive thinking for operators to keep in mind when they approach a prospective location. "People who do business with us are not doing us a favor," he said. "So many people think that to get an order or a contract is to have someone bestow a favor upon us. And that, of course, is bad psychology. The reverse is true. You're doing them a favor. You're giving them the opportunity for a new business, for a different approach to business, for more money, more profits."

He then outlined the different sources which can help the operator when he is out "prospecting" for new business. Those sources included, of course, the Yellow Pages, directories, newspapers, and business license bureaus. But he also suggested that operators establish good contacts with architects and contractors, if they're interested in getting onto a new prospect location early. "Architects," Malone explained, "have a two- or three-year lead time on new locations."

Then he continued with the statement "it seems that there are five key conditions for a situation to develop into a good business opportunity for us," five essential ingredients which must go into a location before it requires the operator to analyze the people who patronize the location; are they seeking entertainment? If so, the second criteria requires the operator to determine whether or not they have waiting time or leisure time on their hands. Other considerations which must enter into the picture include the following: is there substantial traffic volume? Does the clientele have the buying power? And, lastly, is the operator himself assured of some sort of security there?

"Where you find these five together," continued Malone, "you have a location. Whether that location's a restaurant, a bar, or a hospital. If these five conditions are present, you have yourself a prospective location."

He then listed about forty possible

VENTURE LINE, INC.
2207 S. 8th St., Suite H
Tempe, Arizona 85282
(602) 967-5914

YOU WANT IT THE INDUSTRY NEEDS IT.... AND WE VE GOT 'EM ★ CONVERSION EQUIPMENT FOR ALL MAKES OF VIDEO GAMES.
FOR MORE INFORMATION — CALL OR WRITE US TODAY

THE INNOVATIVE GAMES PEOPLE ◆ YOU SHOULD KNOW SOMETHING ABOUT

location types which included among them some unusual suggestions. Some of his possible locations included hospitals, doctor's offices, auto dealer's service departments, tennis clubs, ice rinks, coin-operated laundrymats, barber shops, race tracks, super markets, car washes, and office buildings.

In preparing himself to make his sales pitch to the location owner, the operator, Malone pointed out, should tailor everything in his presentation to the location owner's particular needs. This, he emphasized, requires a thorough study of the location owner's business.

He used an interesting analogy to emphasize that the operator should not be selling the location owner on amusement machines per se but rather on the principle that this is one solution to a particular problem of his—whether it be unsatisfactory night business, slow weekend patronage, not enough business from couples, etc. Don't sell a quarter-inch drill," he said, "sell a quarter-inch hole."

Malone continued along these lines, emphasizing that the operator should tailor his presentation to the location owner's needs, not his own. Said Malone, "It's almost a commandment in this business not to say 'I'd like to interest you in a money-making proposition' because that says almost automatically that you're talking not about his problem or about his business, but about your business, which is not what you want to do."

Again, getting back to his positive thinking theme, Malone pointed out the advantages of a location owner's objecting to amusement machines. "Don't look on an objection as a negative point," he said. "It's an advantage. If they're raising objections, they're not saying no. They're saying, 'here's the reason why not'. Objections should give you advantages because they give you feedback as to what is going on inside their minds. When a location owner makes an objection, it shows that he's interested. He's showing you his weak points. If he raises objections, then you're getting warm because then you know they have an interest."

He added that for the most part operators lack imagination when it comes to relating cost to the pricing system. "Whether it's a guarantee, whether it's a minimum, whether it's fifty-fifty, whether it's rental, all these things have to be negotiated in the contract. And I think it's terribly important that we realize that we have not used in this industry as much imagination as we could in relating cost to our pricing system. That is to say, there are more imaginative ways to approaching pricing than 50-50 (Sic)."

In the close of the sale, Malone emphasized that the operator should be willing to make a special concession which will clinch the contract if he sees that the alternative is nothing. He emphasized that the operator should not place himself in a situation where he is saying take either this or nothing. He should make the choice between two alternatives, both of which have amusement machines as their results.

Your route mechanic's tool box is out of order.

Tools and parts are everywhere. They're hard to find. Service calls take longer. Maintenance costs go up. (And if tools get lost, some service calls might not even get completed.)

With a Platt tool case, things like that don't happen. It's designed to keep a mechanic on the job, working with his tools, rather than in his tool box, looking for them.

With a Platt case, he'll know just where everything is. Smaller tools are in individual pockets in our patented one-piece pallet. Larger tools and parts are in compartments. And papers and order book are in lid pockets.

And a Platt tool case not only helps a mechanic be more professional. It makes him look more professional. It comes in handsome, lightweight, durable ABS Thermoplastic. Or rich looking vinyl reinforced by ABS Thermoplastic.

What's more, it also has a 5 year guarantee.

A Platt tool case keeps a mechanic's equipment in order. So he does a better job of keeping your machines in order.

Contact us for complete information on Platt's full line of tool cases and your nearest distributor.

platt

Cases for business and industry.

*Pat. No. 3,880,285

2301 S. Prairie Ave., Chicago, Ill. 60616 (312) 225-6670

Behind the superlatives

A critique

By David Pierson

"It's a great show." "Just fantastic, really liked it." "It's the best they've ever had." "The show's really been something hasn't it?"

It was clear that operators who attended the 1977 A.M.O.A. show (October 28-30 at the Conrad Hilton Hotel in Chicago) were pleased with their visit to the industry's showcase.

This year operators at the show totalled more than 2,000. That figure represents more than one-third of the show's total attendance. And many of those attending were first-timers who wanted to see for themselves just what the A.M.O.A. show was all about.

They gave two reasons for making the trip to Chicago—to see the new games and to talk with others in the industry.

The games were great, they said; and the show provided them with an unusual opportunity to talk with manufacturers on a one-to-one basis. But when these same operators were asked a second question about the show—specifically, "What could be done to make the show better?"—the superlatives suddenly gave way to suggestions, many of which have merit. And it suggested also that only one of their two objectives for going to the show was fully met.

Seeing the new games afforded them the opportunity to get the jump on their no-show competitors because all the major manufacturers of phonographs, arcade and video equipment, and pinball machines were there in force, as were the major service companies.

But many of the operators said they found it hard to get together with their peers and discuss common problems and solutions. The format of the show, they said, made it hard for them to engage in prolonged, detailed, or systematic idea-sharing talks or problem-solving discussions. And at a convention of this size, that should not have been the case. Short of collaring other convention goers on the floor who also happened to be wearing the blue "Operator" badges, many operators found themselves lost in the A.M.O.A. show. And because of this, many operators expressed disappointment that they couldn't achieve all that they wanted to achieve in the three-day whirlwind that is the A.M.O.A. show.

This disappointment voiced itself in the operators' comments about how to improve the show, most especially how to improve the seminar program. Some said they wanted more seminars; some said the times should have been changed; some said the topics at the seminar should have dealt with other, more practical information; some said the format of the seminar should be changed; and some said more time should have been devoted to seminars.

Said one operator, "We need something like the Notre Dame seminar with more time devoted to the subject. I would have liked to have seen panel-type discussions where there was more of a chance for idea-sharing."

One southern operator put it this way: "A seminar to me means something like presenting a hypothetical situation and then having workshops on it."

Said one other operator, after the A.M.O.A. seminar on Friday, "I know we probably need something along these lines (salesmanship), but for the most part, I think we already knew about 95 percent of what was going to be said."

This last comment was often repeated. It appears from their remarks that what the operators want in the way of seminar topics are more nitty-gritty, down-to-earth subjects, topics with more substance.

Since under the present setup only one seminar is given, the seminar topic cannot deal with a specific area of the industry—for instance, arcade operations. This approach, while it would probably be beneficial to arcade operators, would not benefit greatly those who do not operate arcades. This seems to be the problem with a one-seminar format—it must be general in nature so as to be applicable to everybody. The alternative appears to be a series of seminars which could deal in depth with many varied topics—such as arcade operations, successful tax fights, promotion ideas, route profits, service seminars, and successful business practices used by the nation's leading operators, just to mention a few possible topics.

There's a wealth of information at the A.M.O.A. show, and it's all not in the exhibitor's booths. By using several different formats and having several different seminars, the A.M.O.A. show could afford industry personnel the opportunity to hear some fresh ideas to old themes.

Under the present three-day setup, though, this opportunity appears to be lost or at least diminished. According to Fred Granger of the A.M.O.A., exhibitors must be guaranteed at least 18 or 19 hours of exhibit time, and that leaves very little time for such things as seminars.

The solution appears to be a four-day show. A four-day show could provide operators with the opportunity for idea-exchange and not sacrifice the exhibit time for the expo. On a four-day schedule, seminars could be held every morning from perhaps 9 a.m. to noon, and the exhibits could open at noon and run until 6 p.m. for the first three days of the show, and from noon until 4 p.m. on the final day of the show.

Under this radical plan, exhibitors would be getting additional hours of exhibit time—their total exhibit time would increase to 22 hours. And operators would have four solid mornings of seminars, providing them with the expertise that is at the show. For this reason, the plan appears attractive to both convention goers and exhibitors.

However, exhibitors seem divided on the issue. According to Fred Granger, the early returns from questionnaires given to exhibitors

FOWL PLAY

The Complete Profit Hunter.

If you're out gunning for high volume and high profits, Fowl Play is just the ammunition you need to get the job done. Based on the timeless, universally-appealing activities of the hunt, this exciting new electronic wall game will turn unused wall space into an active profit center. And Fowl Play's solid state display board gives you an open season on profits day after day, every day of the year.

You Set The Price Per Game.

Fowl Play has all of the features your customers want in an electronic game. Color. Action. Sound. An opportunity to compete in a real test of skills. And the possibility of having an outstanding performance be rewarded by winning a free game. But the real beauty of Fowl Play is that you are always in complete control of the game's outcome and income. The number of hits required to win a free game is set by you. And so is the price each player pays per game.

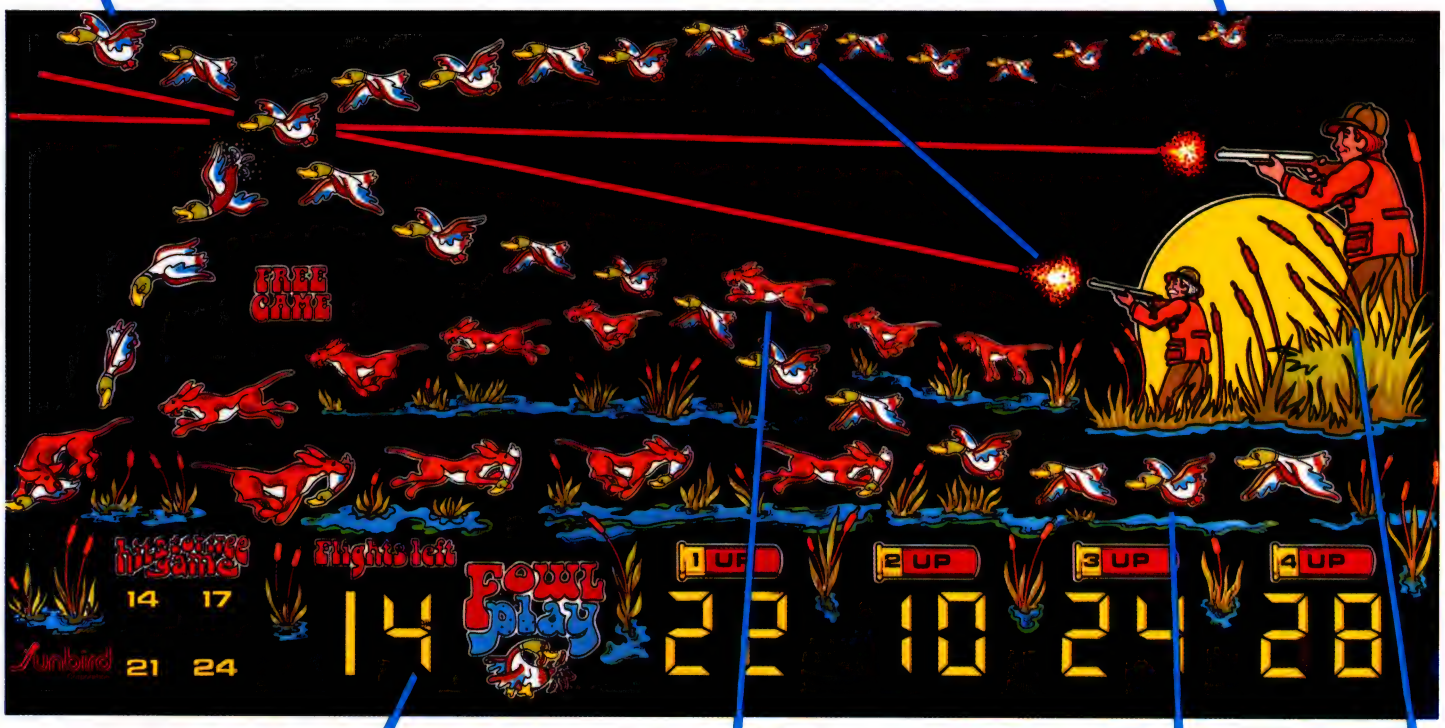
Sunbird Corporation

The Crowd Pleaser

Ducks which are not hit continue quacking as they fly off the board.

Ducks travel across the board from a randomly selected starting position and at a randomly selected speed. Quacking sound precedes their appearance, alerting the player.

Gunshot is accompanied by flash from barrel and sound of explosion.

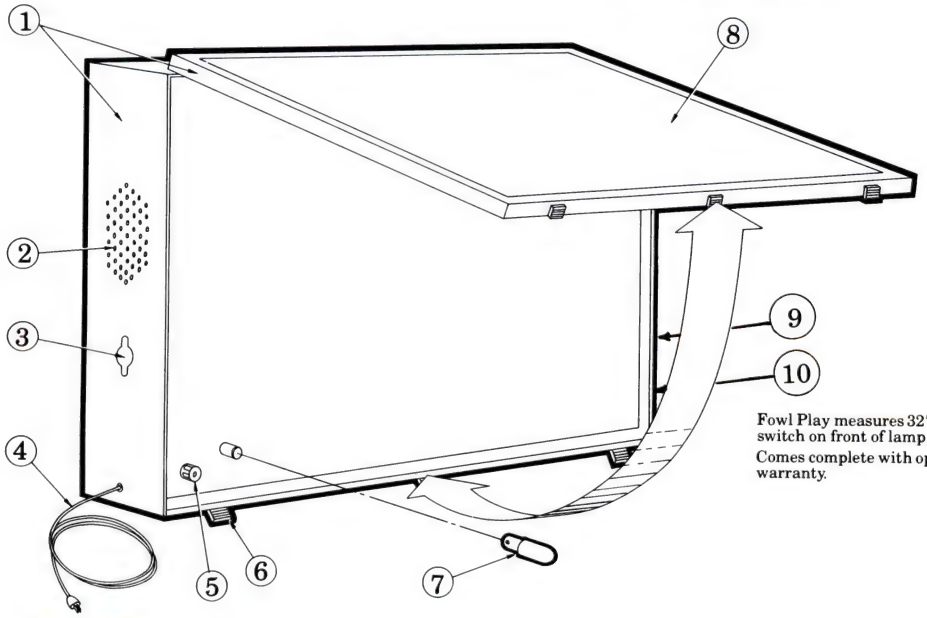


Lighted display area shows individual player scores, number of remaining flights, and operator-adjustable number of points required for a free game.

The two shooters light up alternately. Each is a different distance from the hit area, and has a separate trajectory.

When a player scores a hit, the dog begins to run and bark, the duck falls, and the dog retrieves the duck.

Randomly selected double flights give the player who is up two shots as two ducks come out from different starting positions and at different speeds.



Specifications

1. Anodized Aluminum Frame
2. Dual 3" x 5" Speakers
3. Coin Box Connector
4. Power Cord
5. Internal, Front-Mounted Fuse
6. 3 Quick Release Latches
7. Lamps, easily replaceable from front
8. Graphic Panel
9. Volume Control

Fowl Play measures 32" x 62" x 5½". Operation is on 100/115 volt AC or 230 volt AC 50/60 HZ. Test switch on front of lamp board simplifies on-location circuit checks and bad lamp replacement.

Comes complete with operating and maintenance manual, coin box and remote control. One year warranty.

Sunbird Corporation

For more information, contact Bob Nallick, Sunbird Corporation, 7557 Washington Avenue South, Minneapolis, Minnesota 55435. Or call us collect at (612) 944-1437.

AMOA REPORT '77

shows a fifty-fifty split among manufacturers on this question of having a four-day show instead of a three-day show. "As of right now," said Granger, "the vote is split right down the middle."

The reasons given for favoring the four-day setup is that it would give the manufacturers more time to get together with their customers, and it would also present better opportunities for a more satisfactory seminar format, something this industry needs.

Those who are opposed to the four-day plan say the extra day presents for them an added cost, and it also lengthens the already grueling schedule for the exhibitors.

It should be noted that this proposal will be discussed at the leadership meeting of the A.M.O.A. in April in Scottsdale, Arizona. According to Granger, the idea of having a four-day show has been discussed before, but this will be the first time it will appear on the formal agenda of that meeting.

Other worthwhile suggestions offered by operators who attended the show included the proposal that there should be a more organized program for ladies who attend the show with their husbands. "There ought to be tours for the ladies," said one operator, "and maybe even a shopping trip because, quite frankly, the ladies see the whole show on the first day and then they are ready to move on."

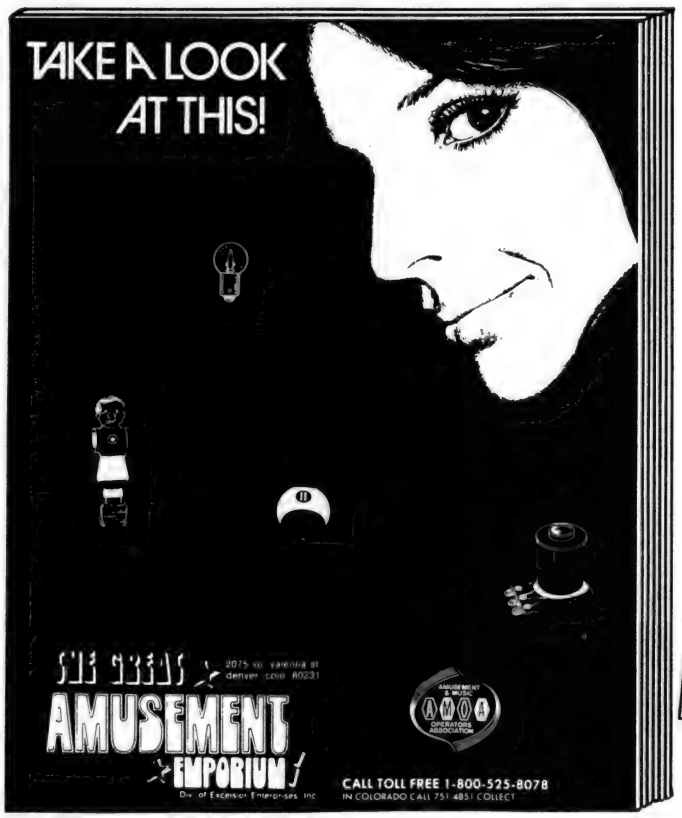
Another suggestion—and one which is also bound to draw some heat but may soon become a reality—is one which proposes that the A.M.O.A. raise the registration fee for non-A.M.O.A. members who attend the show. Said one A.M.O.A.-member operator, "The A.M.O.A. is giving the show away. They should be placing a premium on being a member," he said.

Presently an A.M.O.A. member is allowed two free badges for the show, and must pay five dollars for each additional badge if he registers in advance and ten dollars for each additional badge if he registers at the show. Non-members do not get any free badges, but they may register for the same fees—five dollars for advance registration and ten dollars for registering at the show.

While many non-A.M.O.A. members may feel that the five- and ten-dollar figures are already too high, there are indicators that the A.M.O.A. may soon take steps to "place a premium on a member."

As far as the timing of the show, operators for the most part seemed to favor the show in the fall, but many of the manufacturers interviewed said they favored having the show earlier in the year, maybe around the springtime—which is a peak buying time.

One change that does seem imminent, even if the four-day show plan falls through, is that the seminar will probably be moved to Saturday morning. This change appears to benefit everyone concerned. Granger said that many of the exhibitors at the show "said they were just getting into gear, were in the middle of business, when they had to close on the first day. They said a 3 p.m. closing time on the first day was too early," added Granger. "What we're probably going to do along these lines is move the seminar to Saturday."



Our NEW 250 page Catalog of Billiard and Coin Machine Parts is now available. To receive your free copy, Call **TOLL FREE 1-800-525-8078**

In Colorado Call 751-4851 Collect.

Same Day Shipment Guaranteed.

Open Saturdays

For Your Convenience.

THE GREAT AMUSEMENT EMPORIUM

2075 so. valentia st.
denver, colo. 80231

Div. of Excelsior Enterprises, Inc.

AMUSEMENT TRADES EXHIBITION '78

LONDON + LISBON

DEPARTING JANUARY 22

Departure From Other U.S. Cities Available

1 Week Tour $849

INCLUDING:

* Round trip air transportation via Pan Am and TAP between New York – London – Lisbon – Faro – New York.
* In-flight meals.
* 3 nights de luxe accomodations in London.
* 3 nights de luxe accomodations in Lisbon.
* Continental breakfast each morning at your hotel.
* All hotel service charges and taxes.
* Meeting and assistance and transfers between airports and hotels.
* Orchestra, stall or dress-circle seats to a London stage show.
* 1/2 day sightseeing tour of London.
* 1/2 day sightseeing tour of Lisbon.
* Free guide-book to restaurants, nightspots and tourist sights in London.
* Free membership and admission to three London casinos (subject to British gaming regulations).

London

Your colleagues of the European Amusement Industries and the British Sporting Goods Association invite you to attend the thirty-seventh Annual British Amusement Trades Exhibition at the Alexandra Palace, London.

This upcoming exhibition offers more than ever before. Whether you are a manufacturer or dealer . . . whether you take the trip for pleasure or business or both, you will accomplish more in this action-packed week with your colleagues from overseas markets and sources, at more economical costs and in less time than you could on your own. You'll find the opportunity to see a large range of equipment, hardware, fittings, accessories, products, technical advancements, and amusement ideas to help optimize your growth and profit. Plus you'll enjoy a Super-Holiday in England into the bargain! Theaters and shows, great restaurants and superb shopping.

And if all that isn't enough, we're going to take you on to Portugal to share an adventure in happiness. Portugal is just about the most unspoiled and friendliest country in Europe, rich in culture and history, with beautiful countryside and beaches. It is packed with pleasures grand and simple. These, plus de luxe hotels, great golf courses, the elegant casinos and amusements of fashionable Portugal combine to provide a superb Post-Exhibition vacation.

Superb food in elegant surroundings, the heady scent of mimosa dripping from the trees and the warm and gentle attitude of the people is what makes a trip to Portugal different from a visit to any other country in Europe.

Don't miss it . . . Make your reservation today!

2 Week Tour $1149

INCLUDING:

* Round trip air transportation via Pan Am and TAP between New York – London – Lisbon – Faro – New York.
* In-flight meals.
* 5 nights de luxe accomodations in London.
* 3 nights de luxe accomodations in Lisbon, Portugal.
* 5 nights de luxe accomodations on the Algarve Coast, Portugal.
* Continental breakfast each morning.
* All hotel service charges and taxes.
* Meeting and assistance and transfers between airports and all hotels.
* Orchestra, stall or dress-circle seats at two London stage shows.
* 1/2 day sightseeing tour of London.
* 1/2 day sightseeing tour of Lisbon.
* Golf facilities at the famous Vale de Lobo Golf Club adjacent to your hotel in Faro.
* Free guide-book to restaurants, nightspots and tourist sights in London.
* Free membership and admisssion to three London casinos (subject to British gaming regulations).

Portugal

Midway International Travel Service, Inc.

Midway National Bank Building
530 South Carrier Parkway
Suite 302
Grand Prairie, Texas 75051
(214) 263-3196

We would like to join one of these great London/Lisbon Tours. Please send us your color brochure with detailed information and booking applications.

Total of Participants

NAME:_____ _____

COMPANY:_____

ADDRESS:_____

CITY:_____ STATE:_____ ZIP:_____

PHONE: (___)_____

Film music

Today's music. Think about it for a moment. What's really happening? Is it punk rock? New wave? Reggae? Country? If you guessed any of the above you're dead wrong. What is called "Hollywood Pop" is the hottest thing going on the charts. What is it? In a word, film.

For many years, the film industry has long tried to tie into the commercial benefits of a hit record. They try desperately to get a name band, singer or whatever to do the theme.

There are definitely indications of this with one quick look at the top fifteen singles today. Debby Boone's "You Light Up My Life," Meco's "Star Wars Title Theme," and Carly Simon's "Nobody Does It Better," from the James Bond film. There have been others too. Barbra Streisand's "Love Theme From A Star Is Born," Rose Royce's "Car Wash" and Bill Conti's "Gonna Fly Now," from Rocky.

The latest is the advertising theme line for the film, "Looking For Mr. Goodbar." (Incidentally, a fine motion picture.) The advertising headline features the line, "She was looking for the right men, and she thought the music would help." The soundtrack features artists such as The Commodores, Boz Scaggs, Diana Ross, Donna Summer, The O'Jays, Marlena Shaw, Bill Withers, Thelma Houston, and Marlena Shaw.

Considering that three sound tracks, "Rocky", "New York, New York," and "The Spy Who Loved Me" are estimated to sell $25 million in retail sales *this year*...one must stop and think.

What is going to happen next? If I'm correct, we should all keep a keen eye open for the release and new treatment of the Beatles'—"Sgt. Pepper's Lonely Hearts Club Band"—being produced by Robert Stigwood, the man behind the Bee Gees' and RSO Records' success. It will feature, the Bee Gees (of course!), Peter Frampton, Alice Cooper, and others, doing up to 30 Beatles tunes. It has the record market humming. According to the president of RSO records, Al Coury, they expect sales in excess of $30 million! Needless to say...they are excited.

She Keeps Hangin' On—Rayburn Anthony/Polydor 14423

I've always liked the way Rayburn sings...but sometimes I don't think anyone else does. I have never heard one of his records played on the air, and as we all know, that is the key ingredient for a hit. This tune is a tear-jerker, and is quite effective. The only problem I have with this disc, is the fact that the lyrics are so banal and trite that they almost become comedic.

It's another broken hearted country tune. And judging from what I have heard from Rayburn in the past, he can do much better. Although he didn't write the song, I think that his choice of material should have been a little more sophisticated. I'll forget about this one, and so should you, but I'll personally look forward to his next release.

The Hand That Rocks The Cradle—Ben Reece/Polydor 14430

Here's another country gentleman that I have always liked, and I especially like this one. It's a fairly upbeat tune, and has a gospel feel about it. When I first received the record, I thought that it might be one of my favorite tunes, written and performed by one of my all-time favorite groups...The Carter family.

What I wonder about here is that both the tunes have identical titles and there must be some copyright violation. But I may be wrong. Anyway, I suggest you listen to this one, and consider it for your country western boxes.

We Can't Make It Anymore—Lois Johnson and Bill Rice/Polydor 14435

This tune could be destined to become a classic. It has that great vocal harmony that reminds me of Tammy Wynette and George Jones, or Bill Anderson and Loretta Lynn might have. Again, subject to airplay, it could be either a smash hit or a total bomb. It is certainly worthy of a Grammy. No question about it.

As you've read, these tunes aren't from a film soundtrack, but they represent a possibility of increased sales for Polydor and you. And who knows...when they make a film about the Carter family, maybe the film makers will use Ben Reece's song, The Hand That Rocks The Cradle.

Mali

The Henry W.T. Mali & Co. Inc.
257 Park Ave. South
New York, NY 10010
(212) 475 49 60
Toll Free: (800) 223 6468

Billiard Cloth

Style 820—Plain, Style 920—Backed

Fabrics developed specifically for coin-operated tables.

Available through your distributor.

Top Country Hits

Now	Was		
1	3	**BLUE BAYOU**	LINDA RONSTADT/Asylum 45431
2	6	**WURLITZER PRIZE/LOOKIN' FOR A FEELING**	WAYLON JENNINGS/RCA PB 11118
3	4	**MORE TO ME**	CHARLEY PRIDE/RCA PB 11086
4	1	**ROSES FOR MAMA**	C.W. MCCALL/Polydor PD 14420
5	5	**LOVE IS JUST A GAME**	LARRY GATLIN/Monument 226
6	8	**FROM GRACELAND TO THE PROMISED LAND**	MERLE HAGGARD/MCA 40804
7	12	**HERE YOU COME AGAIN**	DOLLY PARTON/RCA PB 11123
8	9	**SHAME ON ME**	DONNA FARGO/Warner Bros. WBS 8431
9	11	**FOOLS FALL IN LOVE**	JACKY WARD/Mercury 55003
10	2	**I'M JUST A COUNTRY BOY**	DON WILLIAMS/ABC DOT DO 17717
11	15	**ONE OF A KIND**	TAMMY WYNETTE/Epic 8 50450
12	14	**STILL THE ONE**	BILL ANDERSON/MCA 40794
13	13	**WHAT'RE YOU DOING TONIGHT**	JANE FRICKE/Columbia 3 10605
14	10	**LET ME DOWN EASY**	CRISTY LANE/GRT LS 1313
15	20	**YOU LIGHT UP MY LIFE**	DEBBY BOONE/Warner/Curb WBS 8455
16	7	**ONCE IN A LIFETIME THING**	JOHN WESLEY RYLES/ABC Dot 17698
17	23	**I'M KNEE DEEP IN LOVING YOU**	DAVE & SUGAR/RCA PB 11141
18	29	**SHE JUST LOVED THE CHEATIN' OUT OF ME**	MOE BANDY/Columbia 3 1061[illegible]
19	21	**CLOSE ENOUGH FOR LONESOME**	MEL STREET/Polydor PD 14421
20	24	**PEANUT BUTTER**	DICKEY LEE/RCA PB 11125

Top Soul Hits

Now	Was		
1	1	**(EVERYTIME I TURN AROUND) BACK IN LOVE AGAIN**	LTD/1974
2	2	**IT'S ECSTASY WHEN YOU LAY DOWN NEXT TO ME**	BARRY WHITE/20th Century Tc 2350
3	4	**YOU CAN'T TURN ME OFF (IN THE MIDDLE OF TURNING ME ON)**	HIGH INERGY/Gordy 7155 (Motown)
4	5	**IF YOU'RE NOT BACK IN LOVE BY MONDAY**	MILLIE JACKSON/Spring 175 (Polydor)
5	7	**SERPENTINE FIRE**	EARTH, WIND & FIRE/Columbia 3 10625
6	3	**DUSIC**	BRICK/Bang 734
7	6	**DO YOUR DANCE (PART I)**	ROSE ROYCE/Whitfield WH1 8440 (WB)
8	8	**KEEP IT COMIN' LOVE**	KC & THE SUNSHINE BAND/T.K. 1023
9	11	**GOIN' PLACES**	JACKSONS/Epic 8 50454
10	9	**DO YOU WANNA GET FUNKY WITH ME**	PETER BROWN/Drive 6258 (T.K.)
11	10	**BRICK HOUSE**	COMMODORES/Motown M 1425F
12	12	**SHAKE IT WELL**	DRAMATICS/ABC 12299
13	13	**BOOGIE NIGHTS**	HEATWAVE/Epic 8 50370
14	19	**DON'T ASK MY NEIGHBORS**	EMOTIONS/Columbia 3 10622
15	15	**FLOAT ON**	FLOATERS/ABC 12284
16	18	**"STAR WARS" THEME/CANTINA BAND**	MECO/Millennium MN 604
17	16	**DOCTOR LOVE**	1ST Choice/Gold Mind 4004
18	22	**SEND IT**	ASHFORD & SIMPSON/Warner Bros. 8453
19	14	**WE NEVER DANCED TO A LOVE SONG**	MANHATTANS/Columbia 3 10486
20	17	**WORK ON ME**	O'JAYS/Phila. Intl. ZS8 3631

NOVEMBER 19, 1977 RECORD WORLD

THE SINGLES CHART

TITLE, ARTIST, Label, Number, (Distributing Label)

NOV. 19	NOV. 12		WKS. ON CHART
1	1	**YOU LIGHT UP MY LIFE** DEBBY BOONE Warner/Curb WBS 8446 (WB) (6th Week)	13
2	2	**BOOGIE NIGHTS** HEATWAVE/Epic 8 50370	17
3	3	**NOBODY DOES IT BETTER** CARLY SIMON/Elektra 45413	18
4	6	**DON'T IT MAKE MY BROWN EYES BLUE** CRYSTAL GAYLE/United Artists XW1016	17
5	7	**WE'RE ALL ALONE** RITA COOLIDGE/A&M 1965	11
6	5	**IT'S ECSTASY WHEN YOU LAY DOWN NEXT TO ME** BARRY WHITE/20th Century 2350	12
7	4	**I FEEL LOVE** DONNA SUMMER/Casablanca 884	16
8	9	**BABY, WHAT A BIG SURPRISE** CHICAGO/Columbia 3 10620	8
9	11	**BLUE BAYOU** LINDA RONSTADT/Asylum 45431	10
10	12	**HOW DEEP IS YOUR LOVE** BEE GEES/RSO 882 (Polydor)	8
11	8	**KEEP IT COMIN' LOVE** KC & THE SUNSHINE BAND/T.K. 1023	22
12	10	**"STAR WARS" THEME/CANTINA BAND** MECO/Millennium MN 604 (Casablanca)	17
13	17	**YOU MAKE LOVING FUN** FLEETWOOD MAC/Warner Bros. WBS 8483	5
14	18	**HEAVEN IS ON THE SEVENTH FLOOR** PAUL NICHOLAS/RSO RS 878 (Polydor)	14
15	13	**BRICK HOUSE** COMMODORES/Motown M 1425F	13
16	15	**JUST REMEMBER I LOVE YOU** FIREFALL/Atlantic 3421	12
17	26	**(EVERY TIME I TURN AROUND) BACK IN LOVE AGAIN** LTD/A&M 1974	10
18	19	**HELP IS ON THE WAY** LITTLE RIVER BAND/Harvest P 4428 (Capitol)	17
19	14	**THAT'S ROCK 'N' ROLL** SHAUN CASSIDY/Warner/Curb 8423 (WB)	17
20	23	**ISN'T IT TIME** THE BABYS/Chrysalis CHS 2173	8
21	22	**DUSIC** BRICK/Bang 734	12
22	16	**COLD AS ICE** FOREIGNER/Atlantic 3410	18
23	27	**SWINGTOWN** STEVE MILLER BAND/Capitol P 4496	6
24	25	**WE JUST DISAGREE** DAVE MASON/Columbia 3 10575	12
25	31	**IT'S SO EASY** LINDA RONSTADT/Asylum 45438	7
26	35	**SENTIMENTAL LADY** BOB WELCH/Capitol P 4479	7
27	28	**DO YOU WANNA GET FUNKY WITH ME** PETER BROWN/Drive 6258 (T.K.)	12
28	20	**BEST OF MY LOVE** EMOTIONS/Columbia 3 10544	23
29	30	**DAYBREAK** BARRY MANILOW/Arista 0273	8
30	34	**YOUR SMILING FACE** JAMES TAYLOR/Columbia 3 10602	7
31	33	**SEND IN THE CLOWNS** JUDY COLLINS/Elektra 45076	9
32	44	**YOU CAN'T TURN ME OFF (IN THE MIDDLE OF TURNING ME ON)** HIGH INERGY/Gordy 7155 (Motown)	9
33	38	**BABY COME BACK** PLAYER/RSO RS 879 (Polydor)	8
34	39	**GONE TOO FAR** ENGLAND DAN & JOHN FORD COLEY/Big Tree BT 16102 (Atlantic)	8
35	36	**SHE'S NOT THERE** SANTANA/Columbia 3 10616	7
36	41	**COME SAIL AWAY** STYX/A&M 1977	9
37	32	**THE LOVE THEME FROM "ONE ON ONE" (MY FAIR SHARE)** SEALS & CROFTS/Warner Bros. WBS 8405	11
38	21	**CAT SCRATCH FEVER** TED NUGENT/Epic 8 50425	17
39	48	**HERE YOU COME AGAIN** DOLLY PARTON/RCA 11123	6
40	45	**SLIP SLIDIN' AWAY** PAUL SIMON/Columbia 3 10630	6
41	49	**SERPENTINE FIRE** EARTH, WIND & FIRE/Columbia 3 10625	6
42	46	**DRAW THE LINE** AEROSMITH/Columbia 3 10637	6
43	24	**WAY DOWN** ELVIS PRESLEY/RCA PB 10998	21
44	29	**THE KING IS GONE** RONNIE McDOWELL/Scorpion SC 0543	11
45	37	**I JUST WANT TO BE YOUR EVERYTHING** ANDY GIBB/RSO RS 872 (Polydor)	31
46	62	**POINT OF KNOW RETURN** KANSAS/Kirshner ZS8 4273 (CBS)	3
47	53	**CALLING OCCUPANTS OF INTERPLANETARY CRAFT** CARPENTERS/A&M 1978	7
48	42	**SWAYIN' TO THE MUSIC (SLOW DANCIN')** JOHNNY RIVERS/Big Tree BT 16094 (Atlantic)	22
49	56	**I GO CRAZY** PAUL DAVIS/Bang 733	13
50	57	**WE ARE THE CHAMPIONS** QUEEN/Elektra 45441	5
51	64	**THE WAY I FEEL TONIGHT** BAY CITY ROLLERS/Arista 0272	5
52	69	**RUNAROUND SUE** LEIF GARRETT/Atlantic 3440	2
53	71	**HEY DEANIE** SHAUN CASSIDY/Warner/Curb WBS 8488	2
54	40	**IT WAS ALMOST LIKE A SONG** RONNIE MILSAP/RCA PB 10976	18
55	43	**SIGNED, SEALED, DELIVERED (I'M YOURS)** PETER FRAMPTON/A&M 1972	13
56	58	**FAIR GAME** CROSBY, STILLS & NASH/Atlantic 3432	8
57	59	**DON'T ASK MY NEIGHBORS** EMOTIONS/Columbia 3 10622	5
58	60	**MONEY, MONEY, MONEY** ABBA/Atlantic 3434	5
59	65	**YOU'RE IN MY HEART (THE FINAL ACCLAIM)** ROD STEWART/Warner Bros. 8475	4
60	61	**HEAVEN'S JUST A SIN AWAY** THE KENDALLS/Ovation OV 1103	5
61	47	**SHE DID IT** ERIC CARMEN/Arista 0266	13
62	63	**YOU'RE MOVING OUT TODAY** CAROLE BAYER SAGER/Elektra 45422	7
63	78	**NATIVE NEW YORKER** ODYSSEY/RCA PB 11129	4
64	66	**STONE COLD SOBER** CRAWLER/Epic 8 50442	7
65	67	**GOIN' PLACES** THE JACKSONS/Epic 8 50454	7
66	88	**SHORT PEOPLE** RANDY NEWMAN/Warner Bros. WBS 8492	2
67	79	**MY WAY** ELVIS PRESLEY/RCA JH 11165	2
68	70	**SILVER LADY** DAVID SOUL/Private Stock 163	11
69	72	**GETTIN' READY FOR LOVE** DIANA ROSS/Motown M 1427F	3
70	80	**IF YOU'RE NOT BACK IN LOVE BY MONDAY** MILLIE JACKSON/Spring 175 (Polydor)	5
71	73	**TIME BOMB** LAKE/Columbia 3 10614	8
72	81	**AS** STEVIE WONDER/Tamla T 54291F (Motown)	2
73	75	**WHY DO LOVERS (BREAK EACH OTHER'S HEART?)** DARYL HALL & JOHN OATES/RCA 11132	4
74	83	**BLOAT ON** CHEECH & CHONG/Ode 8 50471 (CBS)	3
75	84	**I HONESTLY LOVE YOU** OLIVIA NEWTON-JOHN/MCA 40811	2
76	76	**HARD TIMES** BOZ SCAGGS/Columbia 3 10606	6

CHARTMAKER OF THE WEEK

77	—	**TURN TO STONE** ELO Jet JT-XW 1099 (UA)	1
78	87	**DON'T LET ME BE MISUNDERSTOOD** SANTA ESMERALDA/Casablanca NB 902	2
79	—	**GIRL'S SCHOOL** WINGS/Capitol SPRO 8747	1
80	89	**EMOTION** SAMANTHA SANG/Private Stock 178	2
81	92	**JUST THE WAY YOU ARE** BILLY JOEL/Columbia 3 10646	2
82	82	**FROM GRACELAND TO THE PROMISED LAND** MERLE HAGGARD/MCA 40804	7
83	50	**DON'T STOP** FLEETWOOD MAC/Warner Bros. WBS 8413	20
84	86	**ECHOES OF LOVE** DOOBIE BROTHERS/Warner Bros. WBS 8471	5
85	—	**(LOVE IS) THICKER THAN WATER** ANDY GIBB/RSO 883 (Polydor)	5
86	91	**(YOU'RE MY) SOUL & INSPIRATION** DONNY & MARIE/Polydor PD 14439	2
87	55	**THUNDER IN MY HEART** LEO SAYER/Warner Bros. WBS 8465	7
88	—	**SAD EYES** BROOKLYN DREAMS/Millennium MN 606 (Casablanca)	1
89	93	**YOU TOOK THE WORDS RIGHT OUT OF MY MOUTH (HOT SUMMER NIGHT)** MEATLOAF/Epic 8 50467	3
90	—	**REACH FOR IT** GEORGE DUKE/Epic 8 50463	1
91	99	**WAS DOG A DOUGHNUT** CAT STEVENS/A&M 1971	2
92	—	**IF IT DON'T FIT DON'T FORCE IT** KELLEE PATERSON/Shadybrook 1041	1
93	—	**CLOSER TO MY HEART** RUSH/Mercury 73958	1
94	100	**OOH BOY** ROSE ROYCE/Whitfield WH1 8491 (WB)	2
95	96	**MOONDANCE** VAN MORRISON/Warner Bros. 8450	3
96	—	**FFUN** CON FUNK SHUN/Mercury 73959	1
97	—	**LOVELY DAY** BILL WITHERS/Columbia 3 10627	1
98	—	**DANCE, DANCE, DANCE (YOWSAH, YOWSAH, YOWSAH)** CHIC/Atlantic 3435	1
99	—	**STREET CORNER SERENADE** WET WILLIE/Epic 8 50478	1
100	74	**THE HAPPY GIRLS** HELEN REDDY/Capitol 4487	5

continued from page 27

coin-op manufacturer displayed at the show? They would have done well next to the Exidy booth!).

I was also greatly intrigued by the electro-mechanical ball-rolling machines in the Exidy booth that promise to bear a very reasonable price tag for the operator, something greatly needed. These electro-mechanical machines were overlooked by many distributors, since the devices were in the shadow of the Circus and others, such as Robot Bowl and Super Death Chase. Among those agreeing with this premise was Sheila Fairfield, a distributor-operator from Challenge Games of Nevada, Inc., who appeared to enjoy the electro-mechanical devices as much as I.

Third on my list of potential "gold record" machines is Americoin's Dozer. This well-built looking machine allows the player to plow a load of sand like ore into a mine pit to score points. The machine is built low enough to attract small children, yet is comfortable enough for adults to play. Adults I saw playing it (including our publisher Lally) looked as if they erased all but eight years of their lifetime in eight seconds.

This machine may also fit into some locations where you can't locate upright machines. It definitely should be a strong arcade piece.

Naturally Atari's sea of games looked like a modern shopping mall, electronic amusement center. Canyon Bomber seemed to generate the most word-of-mouth discussions and seems destined to become a big hit.

The new Atari two-in-one two game module, incorporating a double package of Atari products in back-to-back style is an exciting concept. I foresee added uses for this concept in mid-sections of shopping mall game rooms and some restaurants where space is at a premium. Wonder if local license collectors will classify these Siamese Twins as one unit or two units for charging operators license fees?

The Sprint 4 addition will aid operators having a hard time getting the former Indy 4's. I'm most excited about the latest Atari pin, Airborne Avenger, as I think this third product is going to be the operator's lucky charm. After being back home just two days, I have been able to secure locations for it in two outstanding restaurants that never before used conventional pinball games. The owner saw the digital readout scoring and apparently believed what I said about its sophisticated adult appeal. Adjustable volume controls are also an asset in restaurant locations, I've learned.

Again, Roger Sharpe PLAY METER's resident pinball devotee will devote coverage to all the great new lineup of pinball games. And Tom Nieman told me a decision would be made soon as to whether or not Bigfoot will be marketed to operators.

I had scheduled to stay over Sunday night in order to attend the A.M.O.A. banquet with the big-name entertainment. Upon inquiring about the banquet price and learning it was $30, reality returned abruptly. I knew how Cinderella felt at the stroke of midnight. It was time to go home.

There weren't any flights until early the next morning, though. So I decided to head back to State Street and one more club sandwich at the Oak Tree Restaurant.

Upon returning, I've immediately sensed how alert operators can gain a sales advantage between the period following A.M.O.A. and when local distributors show the machines two-three weeks later. Even if you operate only 10 machines, I can assure you the trip to A.M.O.A. is worth it. That is, if you like the feeling of being six years old again and sneaking in under the Big Top Circus tent two weeks before it comes to your town.

NEW FROM KURZ·KASCH

LI·1000

Logic Interpreter

AUTOMATICALLY AND ACCURATELY DISPLAYS STATIC AND DYNAMIC STATES OF DIGITAL I. C.'s IN CIRCUIT.

LOGIC "1" – "0" – and "P" (transitions) ARE ACCURATE TO ± 5%. ALL LOGIC LEVELS ARE SIMULTANEOUSLY DISPLAYED FOR ALL IC PINS.

THE LI-1000 HAS A FULLY ISOLATED REGULATED POWER SUPPLY. NO CURRENT IS DRAWN FROM BOARD UNDER TEST.

A Third Generation Digital Test Instrument.

Kurz·Kasch, Inc.
1501 WEBSTER STREET
P. O. BOX 1246
DAYTON, OHIO 45401
(513) 223-8161

Out front in Digitial Testing

An explosive new video game.
DEPTHCHARGE

A direct hit for repeat play from Gremlin.

Fire one for strategy
—launch each depth charge at the right time, right place.

Fire two for action
—sink the submarines moving below at different speeds.

Fire three for defense
—steer the ship to avoid random mines that cut your score in half.

Fire four for challenge
—aim for higher-point, harder-to-hit subs as your skill increases.

Fire five for incentive
—beat the high score to date, recorded on screen between games.

Fire six for suspense
—add bonus points when time runs out for each sunken sub in the "graveyard."

Fire seven for realism
—enjoy spectacular explosions, sinkings and sonar in this Gremlin sound sensation.

Now, another strike from Gremlin.

tenpin

Remote control bowling to keep the profit ball rolling.

Gremlin, the undisputed leader in wall games, tests players' reflexes in this game of skill and logic.
Call your Gremlin distributor for details.

Gremlin®

The games people really play.

Gremlin Industries, Inc.
8401 Aero Drive, San Diego, CA 92123
(714) 277-8700

Announcing UPDATE

PLAY METER

UPDATE EDITION

Volume 3 Number 22 November 18, 1977

Ohio Tournament referees

Tournament draws 2,000

Over 2,000 people jammed into the Hilton Hotel in Columbus, Ohio for the first Ohio coin-operated 8-Ball Tournament Championship October 1 and 2. The hotel was a sell-out with three champions from each of 200 taverns, bowling alleys, recreation centers and other locations from all across the state.

Considered the world's largest tournament of its kind, the event was a huge success, according to Chuck Farmer, Shaffer Distributing Co. director of marketing and Len Schneller, sales manager of U.S. Billiards, Inc., co-chairmen of the tournament.

The tournament ran smoothly with 45 people employed by Shaffer Distributing as referees, scorekeepers and to set up the 24 U.S. Billiards 8-ball tables.

Everyone was a winner at the championship playoffs. Winners of the nine-week location qualifier rounds in three classes each received a two-piece pool cue with carrying case, winner's certificate and a tournament hat. And every player who traveled to Columbus for the finals also received cash, even those who lost in the first round. Locations of the winners received trophies.

Ohio operators who took part in the 8-Ball tournament report substantial increases in the weekly pool table revenue at their participating locations.

The Class A winner of $750 was Jerry Wolfe, from Hunter's Inn, Akron, a location of Castle Music Co., Akron. Runner-up receiving $500 was Frank Roberts from Mike's Cafe, Painesville, a location of Roy George Music, Painesville.

Class B winner of $500 was Ernest West, Non Commissioned Officers Club, Wright-Patterson AFB, Dayton, a location of J.C.S. Enterprises, Dayton. Runner-up receiving $300 was Jerry Morgan from John's County Line Club, St. Marys, a location of Celina Music Co., Celina.

Class C winner of $300 was Robert Burns, Vogue Lounge, Dayton, a location of Gem Music Co., Dayton. Runner-up receiving $200 was Sam Harman, Mike's Place, Bryan, a location of A. Van Brackel, Defiance.

Ebonite, Fischer to merge

Fuqua Industries, Inc., Atlanta, Georgia and Questor Corporation, Toledo, Ohio recently announced that they have reached an agreement for Ebonite, a Fuqua subsidiary and member of the Fuqua Sports Group, to purchase Questor's Fischer division. The sale will be effective December 31, 1977.

Since both companies manufacture and distribute billiard and game tables, the merger will increase Ebonite's total product line and strengthen marketing efforts of both the Ebonite and Fischer table brands. "Both product lines will continue," said John G. Pawly, vice president of the Fuqua Sports Group. "but Fischer's manufacturing and distribution operations in Tipton and California, Missouri will be moved to Miami Lakes, Florida sometime during 1978."

He continued, "We feel that the merger of the two companies will improve our market share and permit us to offer our dealers a more complete product line of both Ebonite and Fischer tables."

Shaffer's Chuck Farmer & Len Schneller of U.S. Billiards

ANOTHER NEW SUBSCRIBER SERVICE

More Than A Newsletter
More Than Record Charts

UPDATE HAS IT ALL

- ☆ Late Breaking News
- ☆ More Service Tips
- ☆ Music Charts
- ☆ Pick Hit Service
- ☆ Programming Articles
- ☆ Music News
- ☆ Equipment Reviews
- ☆ Free Classified

Don't Be Left Out

Subscribe Now

Enter your paid subscription now and you too will begin receiving Update **every month between your issues of** Play Meter. **Cash in on this new subscriber service by sending your subscription now. You wont want to miss a single issue. Simply fill out the coupon at right or fill out the easy-to-use, self-addressed, stamped subscription card located between pages 8 and 11.**

Yes! Enter my subscription to Play Meter. **I understand that the subscription fee of $25 entitles me to receive both** Play Meter **and** Update **on a regular monthly basis. Enclosed is my check or money order (Do not send cash.) for a year's (26 issues) subscription.**

Company Name _____
Company Representative _____
Street _____
City _____
State _____
Zip Code _____
Phone _____

MAIL TO: Play Meter, P.O. Box 24170, New Orleans, LA 70184

CIRCUS

FEATURES

ONE OR TWO PLAYER ACTION, ADJUSTABLE PRICE PER PLAY, 3, 5, 7, OR 9 JUMPS

INSTRUCTIONS DISPLAYED ON SCREEN

"POP" BALLOONS FOR HIGHER SCORE!

"SPRING BOARD" ACTION ~A FIRST!

HUMOROUS SOUND EFFECTS, EXTENDED PLAY FEATURE AND HIGH SCORE OF THE DAY DISPLAYED.

- H~ 63"
- W~ 25½"
- D~ 29"

DISTRIBUTED BY:

EXIDY INC.
2599 GARCIA AVE. MT. VIEW, CA. 94043
TELEX 348~329 (415) 968~7670

PEAK

The ultimate high...

...in pinball adventure. **And** earnings! Airborne Avenger™ is here! The dramatic new solid-state-reliable 4-player flipper that's stealing the show everywhere.

There's target variety for *every* type of player. Skill shots that make replay irresistible.

A "Spinner-Kicker;" a "Bonus Kicker Lane" that catapults the ball to the top of the playfield; A-I-R-B-O-R-N-E A-V-E-N-G-E-R spellout targets that achieve "Same player shoots again." The eye-catching "Captive Ball" feature awards "Bonus Advances," with "Double Bonus" features rounding out the high scoring challenges.

And more operator options! 32 score levels, adjustable maximum credit levels, 4 different "specials," add-a-ball conversion, a unique "TILT" sound and more.

And our exclusive built-in self-test system lets you instantly check switches, displays and options, on the spot, without removing the playfield glass.

There's never been a game like this before – from anybody! Talk to your Atari Distributor today, or contact us for referral at Atari Inc., 1265 Borregas Ave., Sunnyvale, CA 94086. (408) 745-2500.

ATARI®
Innovative leisure
A Warner Communications Company

Phonograph Buyers' Guide

NSM's Prestige still going strong

Lowen-Automaten, the international distributor for the NSM jukebox line, is still marketing the firm's Prestige Electronic E160 phonograph. The Prestige phonograph was introduced at last year's M.O.A. show and features a solid-state control center allowing for 120 or 160 selection programming. It's adaptable to any coinage.

According to Peer Van Oertzen, NSM's world wide distributor, all NSM phonographs from now on will be micro-processor controlled. "All technical parts," he said, "will be interchangeable. The differences in the models will be in the cabinet design."

Because of this interchangeability, he pointed out, the parts will not present a problem since the parts fit all the NSM jukeboxes. "The engineers' job will be easier," said Van Oertzen, "because they'll only have to learn one technical system."

Van Oertzen added that the 120, as well as the Consul 120, was shown to Lowen-Automaten's international customers, but that the response at the U.S. market was so great the firm is now considering making these phonographs available in the states.

The phonograph comes with six loudspeakers. Mono and stereo is available. The phonograph takes up to five different coins and paper money.

NSM's jukebox incorporates a computerized control center and a lightweight tone arm/turntable assembly which is guided along an in-horizontal array of records by the computer.

The phonograph is completely enclosed, including the selection keyboard which is gold-plated and "Mylar" enclosed.

In appearance the Prestige 160 is a conservative phonograph. The title deck is sandwiched between two speaker grills—the upper one roughly vertical and the lower sweeping outward. The selector panel is located in the upper speaker grill on the right hand side. And the system features two letters and ten numbers for record selection. Also included is a correction key which makes for easy selection. The record being played is indicated by a digital readout.

The two models of the Prestige are in tones of blue and of orange and gold. Both feature wood-grained sides and chrome trim around the speakers and title deck area. The central panels that hold the title deck are decorated with a pattern of *fleur-de-lis*, blue and violet in one model and orange and yellow in the other. The speaker grills in the blue model are mottled blue, gray, and violet. In the orange-gold model, they are burnished gold.

The Prestige 160's sound reproduction is provided by a magnetic Shure cartridge—low needle pressure to reduce record wear. Other features include two amplifiers with 75 watts of music power per channel, two woofers, and two tweeters. A coin mechanism with opto-electronic components is also included as is a micro-computer credit and memory unit and a twin-sliding remote volume box with reject.

Options include a universal stepper, a microphone assembly, an installation kit for a dollar bill acceptor and a stacker for bills, also a 70-volt output transformer with speaker terminal, low impedence, and CV.

Rock-Ola introduces Sybaris

Rock-Ola is currently offering two new phonographs to the nation's operators—the 160-selection Sybaris and a 100-selection Princess phonograph.

The Sybaris, named after the ancient pleasure-loving Sybarites, is an exciting combination of new features, according to Rock-Ola's executive vice president Edward G. Doris.

"Sybaris greets everyone with an ever-changing spectacle of lights and colors. Forty twinkling diode lights pulsate in a moving pattern constantly adding new tints and tones to the multi-colored three-dimensional displays.

"The rainbow of lights splash onto the chrome and polished metal trim, adding to the eye-catching appeal of the Sybaris. The energy-saving light emitting diodes use less energy than a pocket penlight, and under normal conditions will last the life of the phonograph," Doris explained.

New playing ease and excitement has been incorporated into the Sybaris. Everything involved in playing the phonograph is conveniently located in the upper right hand corner. The new player will accept any combination of nickels, dimes, quarters and halves. Seven-segment light emitting diode numbers immediately indicate the selection now being played.

Measuring only 40 ½ inches in width, Sybaris features four stereophonic speakers powered by a two-channel amplifier with a peak music power of 200 watts.

Operating improvements start with the dome lid. It opens and locks with finger-tip ease thanks to a gas-operated spring. All electronic components are up top and are 100 percent solid state. They tilt out for maximum servicing ease.

The new electronic credit unit uses an integrated circuit that enables operators to change prices with the flip of two switches. The capacity of the integrated circuit gives operators an extremely wide range of price combinations.

A new Rock-Ola feature introduced on the Sybaris is a mechanical power over-ride switch. This switch returns power to the record player mechanism when the dome is closed, even if the mechanic inadvertently leaves the player control switch in the "off" position.

As with other Rock-Ola phonographs, adding accessories including quadphonic sound requires a minimum of time. An access door in the rear plus plug-in connections eliminates the time-consuming part of adding accessories.

The 100-selection Princess combines elegance, excitement, and economy. Rock-Ola designers combined elegant floral and geometric patterns to fashion the pre-dominant display areas of the new phonograph. These attractive patterns and colors are simbossed and bonded to the metal display trim areas.

The furniture-styled cabinet is crafted with a simulated Dark Rosewood finish. A soft warm flow of light illuminates the selection and display areas. Metallic black and gold grille cloth and extruded aluminum trim adds the final touch of elegance to these new phonographs.

Two Hot Ones from Rowe

Rowe International has introduced a new line of jukeboxes, R-82, which it has labelled "The Hot Ones."

The Hot Ones come in two models, Woodhue and Black Magic, for two different kinds of locations. For locations that promote socialty, there's Woodhue, which presents liveliness with eminence. For locations that promote the excitement of living now, Black Magic provides the accent.

The Hot Ones, with a dramatic new look, are distinctively different even from each other. The significant difference in styling develops interest from the very first glance. And they reward player interest with the finest in stereo sound.

The R-82 line introduces two new features to the Rowe line, the Playmaker and the Memorec. Both features are standard on the Black Magic and the Woodhue models.

The Playmaker is Rowe's automatic merchandiser of music. It draws attention to the phonograph and motivates play. This merchandising feature chooses, after a selected period of no-play, a random selection and plays a complete rendition of the piece as a sample for customers.

It is an inoffensive reminder of the presence of a jukebox, and it brings attention back to the phonograph, encouraging additional play.

In addition, Rowe is also introducing its Memorec selection computer popularity meter. This exclusive feature has a digital readout for the exact number of times every record has been selected by the customers.

A micro-processor with its own memory, the Memorec is a selection computer programmed to display either the most popular records in a descending order or, conversely, the least popular records in an ascending order. It also provides the operator with the total number of selections made since the phonograph was last cleared.

Additionally, it gives the full indication of overplays because it reads out selections made rather than just the selections played.

A true popularity meter, it helps the operator merchandise the records which bring in the most money at each location.

Servicing is easily accomplished through the front door of the phonograph. This front-door servicing provides full access to all the components, and all the solid-state components can be easily replaced. There is also a five-year warranty on all moving parts.

Seeburg --160

The Seeburg products division's new phonograph model, Seeburg—160, readily spans the decor gap of any location whether it be chrome and glass, art deco, traditional, or early 1950s.

Colorful backlighted panels in blues, oranges, reds, and magentas, trimmed in chrome give new meaning to the Seeburg—160's sleek styling. The design elements are further enhanced by a cascading light fountain which flickers dramatically down the front center panel top-to-bottom.

William F. Adair, president, states, "Our designers and engineering team have generated super product marketability into the new Seeburg—160 phonograph. A fascinating new visual approach to design, superb engineering, and quick servicing capability combine with our great accessory line and inclusive warranty program—all elements specifically geared to operators' needs."

As Seeburg's designers bring a new look to the Seeburg—160, they have retained the basic stereo sound system that has proved successful in previous phonograph models.

Two matched exponental horns provide wide angle dispersion of mid-range and high-frequency sounds, and are housed in the upper portion of the console cabinet. Two woofers are located in the lower portion to assure a rich bass response. Together with the horns in the upper part of the console and crossover network, this system achieves a musical environment that literally surrounds the location with full-range stereo sound.

For the location where quadraphonic sound is desired, a Seeburg—160 quad conversion package has been designed to achieve a quad result. The package consists of four lighted speakers, exclusive quadraphonic decoder and quadraphonic lower assembly panels.

The Seeburg—160 music selection play center brings all the play features into one centralized area. Customer play is, therefore, easier, more convenient and allows more visual communication between the music-buyer customer and the console phonograph itself.

The music selection play center features the ten-button digital selector, coin slot, provisions for dollar bill acceptor, and an all-coin accumulator panel.

The ten-button digital selector permits customers to make selections of music with the ease of using a push button telephone. Since only three digit numbers are used, the selector eliminates the complicated letter-number selection process. The selector operates electronically; therefore selection is instantaneous.

The ten-button digital selector is interchangeable with ten previous 160-selection Seeburg phonographs and is interchangeable with the two Seeburg consolette models.

Seeburg's all-coin accumulator lets the music customer deposit any combination of coins for music selections. This multi-coin capability may be supplemented with an optional dollar bill acceptor which readily encourages customers to buy more music.

The lighted "Now Playing" selector panel located in the music selection play center flashes numbers as the record mechanism scans. The number of the music selection being played remains lighted allowing the customer to identify the title for replay.

Seeburg's non-glare title display has been designed to accomodate subdued locations which have in the past requested operators to dim their lighting. The non-glare feature is accomplished by setting each music title in an individual "shadow box" to minimize non-essential lighting.

The title display area lifts up readily to permit quick change of music titles and allows easy accessibility to the record mechanism. The title deck design also incorporates a snap-out feature to allow effortless removal from the console for even greater accessibility and servicing ease.

In addition, Seeburg continues to place strong emphasis on its exclusive Microlog circuitry concept which originated in its Apollo phonograph eight years ago.

Each Microlog pak is a simple plug-in unit.

The upper assembly of the Seeburg—160 pulls up to allow full exposure and accessibility to all major electronic components. The digital control center and 200-watt solid-state amplifier located in this area swing out permitting "all-angle" accessibility to each unit.

The new Seeburg—160 incorporates a fully transistorized 200-watt stereo amplifier, a dynamic high-powered unit with the capability of delivering 100 watts of power per channel. And it's completely interchangeable with the Apollo (Model LS-3), Musical Bandshell (Model USC-1), Bandshell Firestar (USC-2), Olympian-160 (Model SPS-160), Regency—160 (Model FC-1), Matador (Model SPS-2), Vogue II and Seeburg First Edition, The Entertainer and Entertainer II Quad phonograph, the Sunstar and the "Hutch" phonographs.

The slim line, wall hugging consolette profile eliminates unnecessary bulkiness and will accomodate a minimum of wall space. All consolette servicing is accomplished conveniently from the front end. An easy life-out cash box eliminates the need for additional slide-out space on either side.

Wurlitzer unveils the X7

Wurlitzer's new phonograph, X7, was unveiled at the phonograph manufacturer's international Wurlitzer distributors meeting in October in Malaga, Spain.

X7 is an attractive 160-selection phonograph which has a stereo transistorized amplifier (silicon) with overload protection.

The latest model provides 160 watts of music power and six performance speakers—two of which are bass speakers in an accoustically-tuned baffle box. Two of the speakers are wide-band, and two are tweeters.

The X7 also features a digital record indicator. The records are stored in the vertical position to avoid the dust deposits which can collect on records stored horizontally.

This storage procedure, it should be noted, requires a bit more space than phonographs which store the records horizontally.

The player, however, features traditional horizontal play, an anti-magnetic die-cast turntable, belt transmissions from synchronous motor to turntable for low wow and flutter, no friction wheel, and special ceramics system with dual diamond changeover stylus.

The new X7 model differs from last year's X5. The most obvious difference is in the selector panel's positioning. Last year's model was sandwiched between vertical striping in various lengths, widths, and colors. But this year's model has a wider selection panel but one that does not extend the full width of the phonograph. Like the X5, however, the X7 is trimmed in chrome and is wood-grained on the side panels.

Wurlitzer's credit system remains electro-mechanical and adjustable to future pricing changes. Other features include a record indicator, a popularity meter, a slug rejector, remote volume control, a microphone, and a remote selection in conjunction with stepper and wallbox. The X7 also has provisions for auxiliary external speakers.

Wurlitzer's chief engineer, G. Seidel, pointed out at the Wurlitzer meeting in Malaga, Spain that the new Wurlitzer plays the selections in the sequence of their selection, and not in the order of their placement in the magazine.

The phonograph measures 52.7 inches in height, 39.8 inches in width, and it has a depth of 25.2 inches. Total weight for the unit is 148 kg.

All Wurlitzer models feature 160 watts of music power (2X80). The amp, compact with the power supply, is a self-contained unit that remains operative when detached from the phonograph. The output protection with optical control prevents damage caused by excessive overloads or shorted speaker lines.

black magic

For those locations that promote the excitement of living **now,** Black Magic provides the accent. The new jukebox posture with shapeup.

Black Magic invigorates. And life begins. For you: more play, more profits.

ROWE AMI

Rowe®

Advanced design . . . increased profits:
your return on **our** investment.

Parks Show Sees 3 New Games

The International Association of Amsuement Parks and Attractions (I.A.A.P.A.) held its annual convention and exhibition for the second consecutive year here in New Orleans. Over the past few years, the I.A.A.P.A. show has been attracting an increasing number of amusement machine manufacturers and distributors. This year was no exception.

Despite Rowe's decision not to exhibit this year, it still appeared that there were more games exhibitors there this year than ever before. Although the I.A.A.P.A. is largely attended by showmen engaged in the carnival and amusement park business, a good number of arcade and street operators alike were on hand.

Empire Distributing of Chicago had one of the larger amusement machine exhibits at the show. Nearly every new game, including Bally's monstrous Bigfoot pinball, was crammed into the Empire booth.

California game manufacturers, Atari and Ramtek, also took considerable space at the show. Atari surprised everyone with a new specialty piece called Wolf Pack, an ideal piece for a large amusement park or arcade. Ramtek had a surprise of its own when it unveiled its award-winning Boom Ball game, a new skee ball-type game that uses small cannons to propel rubber balls into a target several yards away.

Taito previewed its new standup shooting gallery called Stagecoach. This four-position mini rifle gallery offers a band of ten desperados chasing after a runaway stagecoach. A unique projection system provides Stagecoach with an authentic Wild West setting.

Next year's I.A.A.P.A. meeting is scheduled to be moved to Atlanta, Georgia and will take place November 18-20.

New Orleans distributor Bob Nims tries out Atari's new periscope specialty piece entitled Wolf Pack.

Award-winning Mel McEwan of Ramtek beams over receiving the Henry A. Geunther Trophy for the most meritorious exhibit dealing with games. Boom Ball can be seen in the background.

Winning this year's award for the best new coin-operated game at the I.A.A.P.A. show was Morgana by Bacchus Games of Dallas, Texas, a futuristic fortune-telling machine that features a ghostly face that materializes before your eyes, looks real, and speaks.

Bigfoot and Chicken Little

What can I say after having lost to a chicken in tic-tac-toe, not once mind you, but four times? Did *I* know the little devil had been at the parks show, of course not (See November, PLAY METER, page 18). Where was Frank Perdue when I really needed him.

Add to that the arm weary experience of playing Bigfoot and the psychological trauma of shooting screaming parachutists and *losing* points because I didn't know you weren't supposed to *aim* at them—and you can understand that this convention was something that I am not quick to forget.

The fact that there were more than two dozen different model pinball machines (not counting Wico's little novelty) to play and take pictures of, also didn't help. But it was a blast to partake all the wonders that were on display.

That Gottlieb was there in all its splendor and "blue" glory, that Allied Leisure is *not* dead and living in South America (to paraphrase an old poster from years gone by), that digital read-outs were everywhere but on the clocks on the wall—all added to make this past AMOA a special event. And since I am not one to venture into arcades with quarters in hand to play video games, it was a great chance to try out the new wonders and even find some that I liked. Of course, at the three-day price the action was right.

But seriously, if a trolley can make it, how bad can anything be—even a chicken (you can tell that I am obsessed by the humbling I received). Thinking back now, I haven't even eaten any chicken since the confrontation. I'd like to see how he (I guess it really is a "she") does on pinball. I bet I could at least break even.

But I didn't have *egg* on my face all three days (enough chicken inspired puns). I thank many of you for the reaction to *the* book. Unfortunately, the dock strike made it impossible to have more copies on hand so that you could have gotten them right there at the show. But have no fear, all orders are being filled before the end of November, and by the time you're reading this little column, you might already have your own copy well in hand. If not, there's still time to get a PINBALL! of your very own; specially inscribed by yours' truly—all you have to do is contact E.P. Dutton direct (Leslie Elliott, 212-674-5900) and the perfect Christmas gift will be on its way to you and your friends.

Anyway thanks again for the positive feedback concerning what I tried to accomplish with the book. At least I know that all the time and effort wasn't in vain.

Now what about the games you're asking yourself. Which ones will he do first? Why didn't he do this or that one? Well, last year I decided to do the foreign games first, only because I thought that their exposure to you would be far more limited than most domestic models.

The same feeling holds true this year, but with a slight departure. I am a man of my word and when Bob Braun quickly pointed out that I had been ignoring Allied Leisure in this corner, I responded by saying that I didn't know they were still in business (which they most certainly are if you saw their booth) and that I would break precedent set last year and include them in the AMOA follow-up review. And so it is gang, that AL breaks into this month's line-up. All they have to do is keep those games coming, and get me pictures of what's new and I'll always oblige.

In addition, this month you'll see a little bit of a change in the Corner since I've taken many of the comments I've received to give you more of what you want. So hopefully, things will be easier to follow. And hopefully, the pictures of the games will be correctly lined up this time around. I apologize for last month's snafu (don't blame me, it's out of my hands) of back glasses and playfields. So here it goes, as Critic's Corner takes its first look back at the pinballs of the AMOA.

Allied's Getaway

By Roger C. Sharpe

Allied Leisure's GETAWAY

Remember Boogie, Thunderbolt, etc? Well, forget them, this four-player offers a departure not only in play action but also graphic design.

Playfield: You can and can't start at the top of this game to describe it, since Getaway is very different than what many pinball machines are today, although there are some features that may prove familiar if you dig back in old brochures and flyers. Remember 4 Million B.C. and even Playmatic's Rio of recent vintage? Well, the ball enters here as at the middle of the playfield and if the plunger is pulled back far enough, will make it to the top three lanes.

Four drop targets at the top left are complemented by three targets at the right, with two thumper bumpers gracing the middle of this area. At mid-left of the board one finds an extra flipper. Slightly below this is another target before one gets to the Gottlieb bottom which features a slightly wider lane and more spartan use of wire.

The middle of the playfield finds a return to the two post center spinning disc that Chicago Coin used on such games as Gold Record and Top Ten.

It is at the top right of the playfield that one sees some departure from the norm. Three lanes, replete with roll-overs and the lane flags Allied Leisure used so effectively on Dyn O' Mite are all in evidence here.

Analysis: The game offers some good play possibilities in terms of layout and design. The dark playfield may offer some problems in terms of glare from overhead lights, but this can be avoided by proper (and thoughtful) placement on location.

Getaway uses the same pop-up-and-down drop targets, depending upon what you've hit, which can be a challenge unto themselves. But get them down once and it's double bonus; twice and it's triple bonus. The center posted disc can be an obstacle for true flipper shots, but it also makes a well timed shot that much more important.

There is some good nudging action around the thumper bumper area for getting the drop targets or hitting the right side targets. Add to this a full range flipper at the left, and the play can be long for an above average player.

In truth, the game at the show wasn't playing that strong off the flippers so that I could get a good feel of that right side lane area, which is shot from the bottom left flipper. But I was assured that the power is there, and if it is, the game can really be played for what it's worth. The flippers have a pretty good feel to them, although once again, they were a bit soft at the show.

Key Shots: Look for players to aim for the drop targets from the bottom right flipper. If the power is there, the best shot for the left flipper will be that three-lane area at the right of the machine with a secondary focus being the thumper bumper area. The left top flipper will also be used to hit to this major scoring area. The best thing to go for: the drop targets in order to get that bonus value up.

Graphics: Getaway is a dark game that is almost crude in its artistic approach in comparison to much that's around, but it's also very effective in catching the eye. It's good for Allied Leisure because what they do need is their own stamp of individuality, and this game offers it with some innovative use of color and back glass displays.

Play: At the show the game was on five-ball and it lasted far too long. The action on the field won't sustain this and I recommend three-ball play since it's not impossible to accomplish all that you want to within this limit.

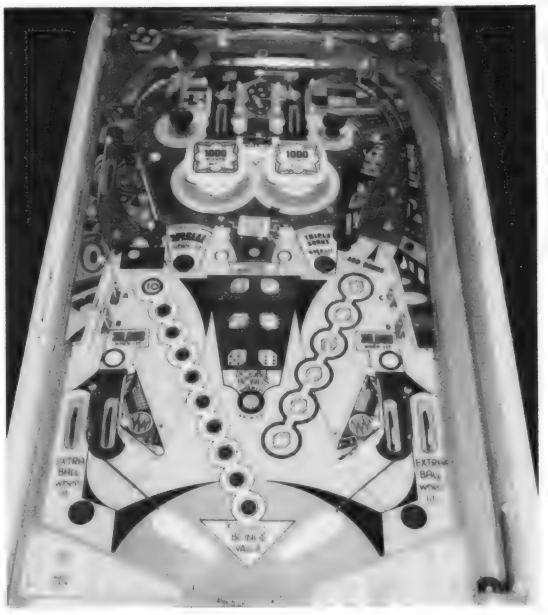
Rating: ##¾ *ing: ##¾*

Playmatic's SPACE GAMBLER

Enter a new four-player from this Spanish manufacturer which seems always to come with a design unlike any other type they have ever done before. And instead of slot machine reels, this time around the action is geared to the fall of the dice.

Playfield: Space Gambler is really wide open with two sweeping lanes at the right and left. A two lane set-up at the center top is a throwback to Chicago Coin's Gin and most recently, Stern's Disco. Two thumper bumpers in the middle feature the Playmatic square top and are fronted by two red mushroom bumpers and a center square target at the base of the top two lanes.

On the left side one finds a buried target that is easier to reach than a similar one on Gottlieb's Jet Spin. On both sides at mid-field, one finds A-B and C-D drop targets. A spinner in the middle of the playfield and a Gottlieb bottom finish off the Space Gambler layout.



Playmatic's Space Gambler

Analysis: Space Gambler is a deceiving game, on the surface it doesn't look to be as good as it really is. The play can be very fast, especially with the added slope most Spanish games have, and the width of the side lanes doesn't help either.

But here the player has more control over what is happening on the board. The idea is to line up the dice combinations at the middle of

the field, with control of the right side white die hooked into the spinner, and the three yellow left side die reachable through the top two center lanes and a complementary roll-over just above them.

If the combinations are in line the bottom lanes flash on for 30,000 points as well as extra balls on the outer lanes. The drop targets control both double and triple bonus so that scoring can be rather high if everything is clicking.

The action is smooth and Playmatic is also using a different flipper than what was found back on New World, if memory serves me correctly. The feel on this is a little soft at times, but there is an even stroke for those long sweeping shots, although saving the ball and then getting maximum velocity isn't that simple a task.

Key Shots: Players will undoubtedly go for the outer lanes to excess. Drop targets will be more for rebounds off the kickers and missed hit flipper shots back up to the top. Secondary shots will be the center spinner if the drain isn't too severe and also that tucked away target at the left which can be added points if everything is going right.

Graphics: How about some characters from Star Wars and some super use of color? It's here with this galatic motif, along with a light tunnel in the back glass that some of you may remember from Bally's old Space Time.

Play: Again, this game is also far better for three-ball play. It's quick. There aren't that many shots that a player has to master on the game and no need to have the extra two balls. One other point, you should turn up the sound on this game for location play. At the show it was lost and drowned out, and a great part of the appeal of solid-state is the audio element.

Rating: ###

Recel's SPACE RACE

This four-player from Spain could have been the sleeper at the show if people would have noticed it. The game shows good promise for this manufacturer and leaves one looking for more from Recel in the future.

Playfield: Two slanted lanes begin the action at the top of the field which may remind some people of Gottlieb's Out Of Sight. Two thumper bumpers are widely spaced at the left and right and top two banks of five drop targets, which interestingly have targets behind much the same way as Gottlieb's Royal Flush. In fact, Recel seems to model much of its games on Gottlieb's past winners.

The rest of the field is fairly open with two side lanes behind the drop targets and two side slingshot kickers lower down. The bottom offers the two lane down to the flipper and one lane out approach that Gottlieb (again) used on such games as Quick Draw and Spirit of '76.

Analysis: Coining Eddie Boasberg's reaction, Space Race features economy of space (no pun intended). The action off the flippers is swift and a relatively full stroke is possible. The drop targets are naturals and knock them all down and a center red target behind holds the key to double bonus. Play is rather precise on this game, but the angles save it from being a full drain from top to bottom. And the high scoring possibilities save the action for the player.

But probably the best thing about this four-player game is the multiple extra balls on any given turn. If you hit an extra ball more than once you get more than one, which tends to keep the whole board alive during the play of any ball.

Said another way, what Bally did on its home game pinball machine with multiple extra balls possible on a multi-player game is also here on Space Race. Players have got to love it, since it offers something no other commercial two- or four-player has.

Key Shots: Obviously, the drop targets from both flippers will be the primary focus. And luckily this doesn't have to change much since targets remain behind the drop targets. For fancier tastes, shots back up to the top lanes are possible, although for safety sake many shots will go for those outer lanes. The flippers don't have that much power for good cradling and then shooting, but the flow should keep the action and pace going.

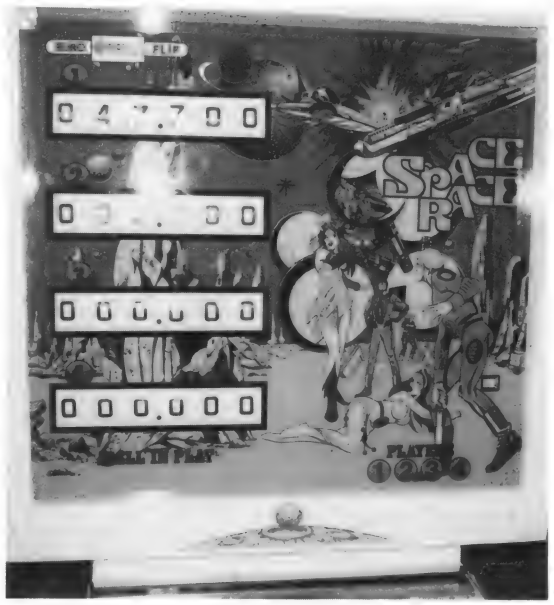
Graphics: Pretty girls and exploding space ships can't be all bad, and once again one senses the vividness that Spain brings to its machines. Blues, reds and yellows all work in tandem here for a bright good looking game.

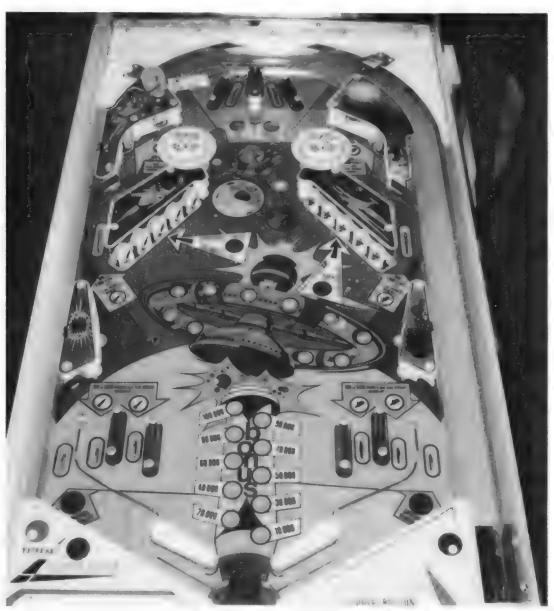
Play: Three-ball action is fine for Space Race and the hope for multiple extra balls makes a good value for even the novice player. The chance is always there for a long playing game or one that is short and sweet. High scoring also adds to this view that the two extra balls just aren't necessary.

Rating: ###½

● ● ● ● ● ● ● ● ● ● ● ● ● ●

Recel's Space Race





Well, that's it for the first installment of AMOA games on parade. Hopefully the new format I've tried isn't too bad to follow. Let me know what you think or if you have any suggestions in terms of what you'd like to see in this space each month. I'm always willing to listen.

Next month more foreign games, plus maybe a few surprises. So until then, keep your games in shape, make sure your players are happy and, of course, be well and prosper.

By Robin Minnear of the Game Doctors

TECHNICAL TOPICS

The AMOA -- technically speaking

First of all I would like to thank Bally for the fine job that was done on its solid-state pin school which was held the two days prior to the AMOA. The school covered Bally's solid-state pinball system in its entirety. Basic care of pinballs, modular replacement and component replacement levels were covered.

The emphasis was on trouble-shooting procedures on two levels. With the information supplied, a competent mechanic was shown the procedure for determining which module (logic board) has failed simply by following their outlined procedure.

Bally also covered its outlined procedure on component replacement level which encompassed virtually every device in their pin. More importantly, *every* question was answered. The overall response was great and I feel that everyone gained a lot of valuable information. I suggest that anyone who deals with Bally pins attend one of these schools. Once again thanks to Bernie, Bill, Dave and Chuck for a job well done.

SPECIAL NOTES ON BALLY PINS

Starting with Eight Ball all playfield contacts will be gold-plated. This is because all high current switching is done by solid-state devices. The playfield contacts only handle low current information. DO NOT FILE!! Put away your wood rasps! The roughest tool you should use on the gold contacts is a paper business card. NO FILES, NO BURNISHERS!

PINBALLS

Everything is electronic! Or at least it seems that way. Bally, Gottlieb, Williams, Stern and a handful of imported pins have plunged into the electronic market place. Good or bad? I have mixed feelings. Whatever the case may be, if it's not electronic the majority of the operators don't want it.

There were crowds of people surrounding the new pins, eyeballs bulging and mouths half open gazing at the new electronic wonders. Many believe that these wonder machines with self-test features and trouble-shooting manuals the size of bibles will almost fix themselves. They won't! Scratch up one for the marketing departments.

ARCADE PIECES

There just wasn't that many new arcade pieces. Many were new designs of old ideas. Some were cute. Some weren't. Most were electronic and ranged from large helicopter simulators to small remote controlled bulldozers.

VIDEOS

Everyone had a space battle game and most were not too spectacular, except one which I will discuss later. Most of the video games were war-oriented games. Most lacked excitement.

Some that stick out in my mind are Desert Gun by P.S.E., Circus by Exidy, and Space Wars by Cinematronics.

For three days I was subjected to constant screams of dying men from the P.S.E. booth (The PLAY METER booth was directly across from P.S.E.). The game was Desert Gun and few games at the show saw as much play. The object of the game is to shoot down planes that travel across the screen at different speeds. When a plane is hit, points are given. After a plane is shot down a man with a parachute appears from the plane and slowly moves down the screen. This is where the real fun begins.

If you shoot the parachuting man, the parachute disappears and a limp body plunges toward earth and lets out an ear-piercing scream. The 1000-point penalty for hitting the man is immaterial. It's fun to nail that dude.

What's more fun is watching someone play the game. I don't think that anyone played the game to obtain a high score. First you heard an explosion and soon you heard a scream. The scream was accompanied by an indescribable grin that consistently appeared on the face of the players, a true emotional release.

Circus by Exidy is a very cute game concept that has two little men which act like acrobats. The player moves a sea-saw that has a man on one end back and forth across the bottom of the screen. Then a figure appears and jumps off a side platform. The object is to position the sea-saw under the falling man so he lands on the free end of the sea-saw. This then catapults the other man up in the air. When he comes down you try to position the sea-saw so to catapult the other man up in the air. Moving balloons at the top of the screen are popped by the heads of the two figures which score points. If the man misses the sea-saw, you hear a thud and the man is stretched out on his back.

The game I was most impressed by is a video game called Space Wars by Cinematronics. Most people haven't heard of this El Cajon (near San Diego) company but they may have had the best piece (at least video game) at the show. All it takes is one close look at the screen and you can tell that it's special.

First of all, the space ships (there are two of them) have parts that look incredibly round. The space ships are not made up of a series of individual horizontal segments. You do not see lines in all of the objects on the screen.

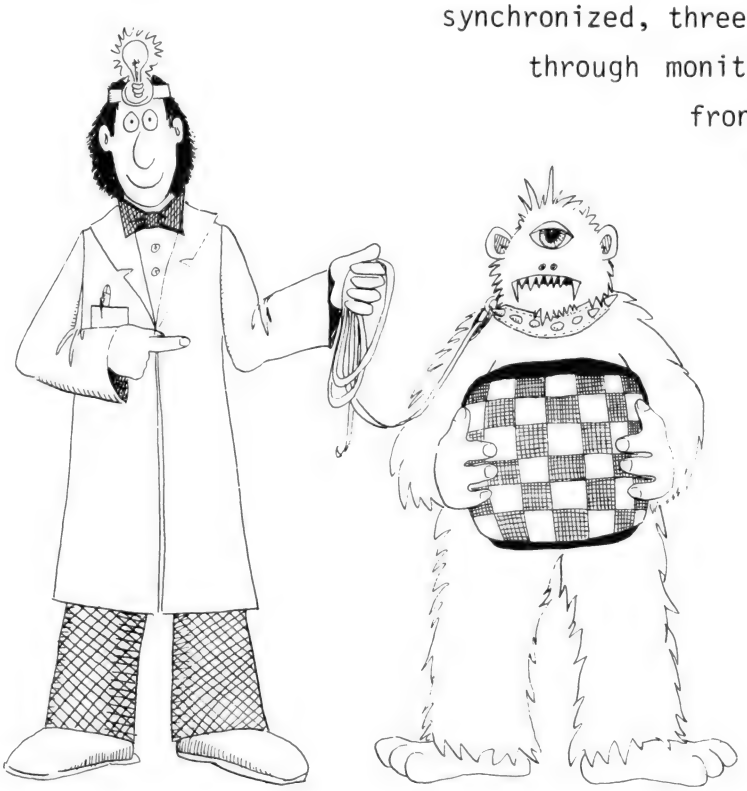
If you turn up the brightness on the monitor, you will not see the conventional horizontal raster lines. When you rotate your ship you don't see a series of segmented

TAME your video game monitor problems with

CYCLOPS

video game monitor tester

'CYCLOPS' is a complete test unit.
While other monitor testers may be simple signal generators, 'CYCLOPS' provides A.C. power for the unit under test, injects an audio tone for testing the amplifier section, and generates a synchronized, three-tone test pattern that lets you breeze through monitor checkout and repair. There's even a front panel light to indicate the presence of the monitor's +5 volt power supply!!



Fits in your tool box!

Order Yours TODAY!

GAME DOCTORS
1445 KOLL CIR. #107 SAN JOSE, CA. 95112
[408] 294-7752

- O PLEASE send me ____ 'CYCLOPS' monitor testers at $89.95 ea. plus $3.00 for shipping and handling. (Calif. residents add 6 1/2% sales tax)
- O CHECK or money order enclosed.
- O RUSH to me COD.
- O PLEASE send my FREE monitor troubleshooting guide and further information about GAME DOCTORS products.

Name_____ Company_____

Address _____

City, State, Zip. _____

pictures at a limited number of rotation points. The ship looks exactly the same at all angles. The most spectacular thing happens when a ship is hit and blows up. Instead of a flash and a still picture of a limp ship, the ship comes apart into many segments (some round) and expands outward and then disappears. It is also possible to be partially hit and have only a few chunks of your ship come apart. This way you can still maneuver your ship and fire. There are several different game options you can select. One includes a glowing star in the middle of the screen which attracts the ships like gravity.

The reason this game is capable of doing these special displays is because the T.V. used is not a conventional T.V.

It looks the same from the front but a rear view reveals a different kind of T.V. The only thing that is the same is the picture tube. I'm told that the yoke is made up special for this game. The flyback is special and the conventional circuit board is gone.

By using D to A converters, digital information is converted to an analog voltage which directly drives the yoke (probably through some driver transistors.) What this means is Cinematronics made a *vector*-type monitor from a conventional monitor. The beam is not restricted to an assigned sweep. The beam has the ability to move from one location directly to another location. In fact the beam can move from any location to any other location directly.

Vector deflection is used in many graphics terminals and the tubes in oscilloscopes are vector tubes. Scope tubes are electro-static deflection whereas the Cinematronics monitor uses electro-magnetic deflection.

The resolution is equal to 1024 lines. This is about twice the resolution of Tank and four times the resolution of most present processor video games. The logic board consists of about 110 TTL chips. This is great considering most processor systems have at least this many chips. Basically the system is a TTL processor. A TTL processor system is much faster than a conventional microprocessor.

In articles to come, I will describe in a more technical manner the way this system works. After all, every video game manufacturer will probably be using this system sooner than you think.

Supertank Modification One

The following is the correct step-by-step procedure for Modification One in last month's article on Supertank modifications. Last month's Modification One carried a misprint.

1. Clip and lift L8-13.
2. Clip and lift L8-1.
3. Piggyback a 7402 on I.C. L8. Leave Pins 7 and 14 down and solder to corresponding legs on L8.
4. Solder 7402 Pin 1 to lifted Pin L8-1.
5. Solder 7402 Pin 13 to lifted Pin L8-13.
6. Piggyback a 74107 I.C. on a chip near L8. I used position M8. Leave Pins 7 and 14 down and solder to corresponding legs on M8.
7. Add wire between 74107 Pin 5 and 7402 Pin 11.
8. Add wire between 74107 Pin 9 and N7-3.
9. Add wire between 74107 Pin 10 and L9-5.
10. Add wire between 74107 Pin 3 and 7402 Pin 3.
11. Add wire between 74107 Pin 12 and N7-5.
12. Add wire between 74107 Pin 13 and L12-9.
13. Tie Pins 1, 4, 8, and 11 of 74107 to a pull-up resistor (there can be one common resistor for all four inputs).
14. Add wire between 7402 Pins 2 and 12.
15. Add wire between 7402 Pin 2 (or 12) and M13-3 (start).

Please note that this modification changes the nature of the signal into L8-13, the signal used to clear the track change flip-flop in the Supertank modification of July, 1977. If this later mod is used in conjunction with the first, delete the clear input connection (Step 9) from July's modification, or run the wire to the PAD of L8-13 and not the lifted pin.

—Randy Fromm of the Game Doctors

Hear Ye!
Hear Ye!

THE 1977 BELL RINGER SPECIAL IS NOW IN PROGRESS!

Unheard of bargains on all your favorite billiard and amusement supplies.

800-255-4368
Toll Free Except Kansas

VENGUARD®

Accessory-Supply Dept.
10500 Barkley
Overland Park, Kansas 66212
913/341-1300

Rock-Ola distributors meet

Rock-Ola held its annual distributors' meeting at the lavish Breakers Hotel in Palm Beach, Florida to introduce its new line of phonographs for 1978.

Donald C. Rockola, president of the company, noted that Rock-Ola had over the past year invested $750,000 as part of a behind-the-scenes change at Rock-Ola. The plant changes, he added, were designed to reduce costs and improve the quality of the firm's products.

The investment, he said, went to purchase, among other things, large new presses which now enable Rock-Ola to make larger parts itself rather than buy the parts from others.

As part of its electrical improvement program, Rockola announced that the firm had purchased a new wave soldering machine. It also bought a PC board tester, a computerized device that tests each board by a pre-determined program, puts it through its paces, and simulates the functions it will actually be engaged in during its use. Also, a new system for harness-making was developed to give Rock-Ola a new method of using sophisticated electronics that eliminate faulty wiring.

Other improvements included a selection switch tester and a selector tester.

Edward G. Doris, executive vice president for the Chicago phonograph manufacturer, introduced to the gathering two new Rock-Ola distributors. They were Bob Goad of Memphis, Tennessee and Richard Peterson of Houston, Texas.

Doris then sounded the only bad note of the meeting. He noted that 1977 was a rough year for phonograph manufacturers because operators made it a point to purchase a bare minimum of phonographs so that they could buy more of the new games.

This, said Doris, is not only bad for the phonograph manufacturers but also bad for the operators; for their old phonographs will eventually cost the operators in the end because of the loss through depreciation and tax advantages.

Dr. David Rockola, the vice president of vending sales, then presented the 1978 line of Rock-Ola phonographs to the distributors. In his introduction, he emphasized that many of the changes which distributors had asked for were incorporated in the new models. Among these changes were reduced cabinet width, added eye appeal, and simplified operation and record play.

He then unveiled the 474 Rock-Ola, Sybaris, a 160-selection phonograph which has a totally new electronic credit unit that is now standard. Additionally, a new solid state credit unit allows the operator to change pricing by pushing two buttons.

As part of the sales promotion program of the meeting, the film "Make It Happen" was shown to the audience.

During the two-day meeting, distributors and their wives were entertained royally by their Rock-Ola hosts. Golf enthusiasts had no less than two challenging golf courses at their disposal. For those who were not so inclined, a deep-sea fishing trip was arranged. For all concerned, it was another successful distributor meeting for Rock-Ola.

Irving Kaye sponsors Foostacular

The Irving Kaye Company of Stamford, Connecticut is sponsoring a $10,000 Hurricane Foosball Tournament at the New York State Fairgrounds in the Arts and Homes Building December 2-4, 1977 in Syracuse, New York.

The event, which is co-sponsored by Robert Jones International Inc. of Syracuse, is sanctioned by the U.S. Players Table Soccer Association.

Foosball players from all sections of the country are expected to compete and pit their skills for a share of the purse that includes $1,000 first-place money in the pro-open, $400 for first place in the novice, and $200 for first place in the mixed.

The tournament will include men and women, singles and doubles, pro, novice, and rookie competition.

The $10,000 Hurricane Foostacular will kick off at 6 p.m. December 2 with a media tourney and a feature battle among media personalities.

At 7 p.m. the mixed competition begins, followed by a draw-your-partner contest.

December 3 all the open doubles events will start, and that evening the singles events will get underway. The final day of the tournament will include all the finals and a second-chance tournament.

One of the qualifying tournaments for the Syracuse tournament drew 26 teams in a Potsdam, New York preliminary, of which four teams and two singles players won the right to represent the operator.

Other Irving Kaye promotional tournaments include a tournament set for Miami and Ft. Lauderdale, Florida in mid-January for at least $2,000 in cash prizes. Qualifying tournaments for that event will be held in Atlanta and Tallahassee, Florida. The $2,000 Florida tournament will be held in conjunction with Belam Corp.

A qualifying tournament in Long Island was held in November in conjunction with the Metropolitan New York Championships which are slated for mid-January. The purse for that event will be at least $5,000.

A tournament scheduled for the Cleveland, Ohio area, with a $5,000 purse, has also been set for February 24-26. That tournament will be co-sponsored by Monroe Distributing.

Nu-Look receives endorsements

Gary Stern, president of Stern Electronics, Inc., and Steve Kaufman, marketing director for Stern, have endorsed the Nu-Look product line after many tests of playfield cleaners on the market.

In making the endorsement, Stern announced that it is going to put a free sample of the product in the coin box of most of its new electronic pingames called Pinball. Stern and Kaufman also noted that Nu-Look is non-flammable and does not have any harmful solvents or abrasives.

Kaufman also noted that the time has come for manufacturers to advise distributors and operators on how to care for the games properly so that they can continue to earn in the future and still guarantee a great trade-in value.

Mickey Carr, president of the new amusement division of Flagstaff Corporation owned by Coffee-Mat, said that Nu-Look's Playfield cleaner and other products deserve the highest endorsement.

Carr then announced that his new electronic pinball game, Wipe-Out, will be released to distributors February 15 and that almost all the games will have a sample of one of Nu-Look's products.

Scott Dadis, president of United Billiards Inc., in making his endorsement of the product, said, "I find using Nu-Look Super Glass Cleaner on our products has saved us many hours of labor. This glass cleaner also repels foreign matter from collecting on the glass during shipment to our distributors."

Others who have endorsed the Nu-Look line and will have the product included in their new games include Ivan Rothstein, the sales and marketing manager for Allied Leisure. Rothstein favored the Nu-Look line because it is non-flammable. The product will be in the cashbox of some of Allied Leisure's new pingames.

Also, John Hamill of Mirco Games endorsed the Nu-Look glass cleaner products and announced that they too will supply customers with samples of the product.

Tests conducted on the product revealed that there are no harmful abrasives or solvents to damage the playfield.

Allied Leisure returns

Allied Leisure Industries, the Hialeah, Florida-based manufacturer of pinball machines, arcade pieces, and home video games, is back in business.

The Florida manufacturer had announced March 4 that it had filed a voluntary petition for reorganization under Chapter 11 of the federal bankruptcy laws.

"We've turned the situation around," said a spokesman for the company. "Through diligent effort, we've turned it around, and we're looking for a happy and healthy future.

"We're a viable manufacturing company, and we're back in business," he added.

He said that, in order to keep the company above water, Allied Leisure had entered into an exclusive distributorship deal with Fascination Ltd., a coin-operated manufacturer, for the cocktail pinball game called The Entertainer. That pingame is designed around three-time Entertainer of the Year award winner, Roy Clark.

"That gave us the necessary daily cash flow to keep our heads above water," he said. "And that gave us a chance to develop new games which, in turn, gave David Braun (who co-founded the company in 1969 with Ronald Haliburton) confidence to fund us."

The new games which Allied Leisure previewed at the A.M.O.A. Show included a four-player solid state pinball game, Getaway, and Battle Station.

Abloy changes name

Abloy, Inc. has changed it name to Abloy Security Locks. Abloy is a division of Wartsila, Inc., the North American subsidiary of Oy Wartsila Ab, a large and diversified Finnish manufacturer. Management and marketing direction for Abloy remain unchanged.

Also, effective in early December, Abloy will move its North American headquarters to larger new premises at 5603 W. Howard Street, Niles, Illinois, a suburb of Chicago.

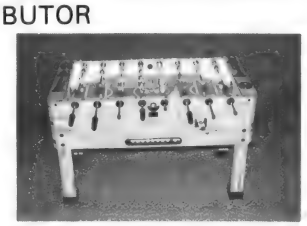
The new 42,000-square foot building is situated only two miles from Abloy's former location in Morton Grove, Illinois. The expanded facility will permit larger and more diversified inventories of locks for Abloy's North American customers.

Abloy, originators of the rotating disc principle, manufactures high security locks for the coin operating, vending, furniture, industrial, institutional, and original equipment markets.

Imperial Billiard Industries

Introduces Premier Championship Soccer

EXTRA HEAVY DUTY CONSTRUCTION FOR THE ROUGHEST LOCATION AVAILABLE THROUGH YOUR NEAREST DISTRIBUTOR



ALL PARTS AVAILABLE FOR IMMEDIATE SHIPMENT COMPLETE SOCCER TABLE LINE WILL BE ON DISPLAY AT A.M.O.A. & N.A.M.A. 1978 POOL TABLE SUPPLY CATALOG AVAILABLE ON REQUEST

Eastern Office: 550 Industrial Rd. Carlstadt, NJ 07072 (201-935-9330)
Western Office: 2005 San Fernando Rd. Los Angeles, CA 90065 (213-221-1114)

Correction

In the November issue of PLAY METER, we erroneously identified Merrill Krakauer, as the general manager of Rowe's Whippany distributorship. This, of course, is in error. Mr. Krakauer is the president of Rowe International.

PLAY METER regrets the error.

One of the most talked-about games at this year's A.M.O.A. show was Bally's new four-player solid state pinball game, Power Play. The game, which is due into production in early 1978 features Bobby Orr of NHL fame. Gathered around Power Play are from left Bobby Orr; Bally models Christy and Gail; and Bally's promotional sales manager, Tom Nieman.

Visit the 34th Annual

AMUSEMENT TRADES EXHIBITION

Alexandra Palace, London, England
24th-26th January, 1978

128 EXHIBITORS

44,000 sq. feet of display area

EUROPE'S LARGEST AND MOST IMPORTANT EXHIBITION OF COIN MACHINES AND RELATED EQUIPMENT

Sefco sponsors $10,000 pool tournament

Sefco Distributing Company of Hanover, Maryland has sponsored an eight-ball tournament which features $10,000 cash prizes, trophies, and awards.

The tournament, which is being run concurrently at 64 locations throughout the state of Maryland, began the week of October 31 and will run for nine weeks. The championships are scheduled for January 8 in the Francis Scott Key Ballroom of the Baltimore Hilton Hotel.

The tournament, which is being co-sponsored by U.S. Billiards, does not require any player entry fees, but draws all its funding from the quarters the players put into the pool tables.

Each week at each of the 64 locations there will be a single elimination tournament. After eight weeks of competition at the location level, the eight location winners will meet in a double elimination tournament, still at the location-level, to determine the first, second, and third place representatives.

The Class A, B, and C winners of each location will then advance to the finals at the Baltimore Hilton Hotel where the cash prizes will be won. Weekly winners at each location will receive a two-piece leather carrier bag and a pool cue.

According to tournament director Mark McClesky, who is the district manager for Sefco, 64 locations and ten operators are involved in the ten-week competition. Those operators include (in the Baltimore area) Bernie Hodges of Columbia Vending; Dave Wilkins, Rossville Vending; Ray Macrovich, Cadillac Amusement; Paul Chesnick, Jr., Madison Vending; (Aberdeen, Maryland) Jim Collier, United Automatic Sales; (Centerville, Maryland) Bill Downs, Downs Music Company; (Hagerstown, Maryland) Jack Ryland, Todd Cigarette and Amusement Company, a subsidiary of Columbia Vending; Herb Ridenour, Ridenour Coin; (Rockville, Maryland) Joe Scicca, Executive Vending; (Pasadena, Maryland) Vennie Valentine, V&V Vending.

McClesky said he had some difficulty promoting the tournament in the beginning, but now interest has gone up. "People were reluctant at first," he said, "but now the operators are responding excitedly." Early reports from the locations, he added, show that beer business has gone up 200 percent.

"The good thing about this kind of tournament," he added, "is that it promotes the game of eight-ball from every level, from the player level right on up to the manufacturer."

He said that the finals in January will bring together 192 contestants who will be competing in the three classes of competition.

In the Class A tournament, first place will receive $500 and a trophy for the location. In all, there is $1,150 in the cash pot for Class A competition. In Class B, the players will be competing for a cash pot of $750. First place in that level of competition will get $300 plus a trophy for the location. In Class C competition, the players will be vying for a share of $500 with first place receiving $200 plus a trophy for the location. In all three levels of competition, the runners-up will win a cash prize and a trophy for the location.

New Orleans pool finals held

For the third consecutive year, the "cream" of pocket billiards players in the New Orleans area cued up for top honors and prizes in the championship playoffs of the $10,000 Third Annual Greater New Orleans Coin-Operated Eight-Ball Tournament November 27, in the Mardi Gras Ballroom of the Marriott Hotel.

In making the announcement, tournament director Bob Nims said 96 finalists will compete for a share of the $2,400 cash pot. Three class divisions (A,B,C) will be represented by 32 players in each division. Eight cash prizes will be awarded in each division's competition. The winner and first runner-up in each division will win trophies for the business establishments where they qualified to get into the playoffs.

Over 4,000 men and women players have entered the tourney during the nine weeks of qualifying rounds which began the week of September 19. The rounds were held in 32 co-sponsoring business locations in New Orleans, Algiers, Gretna, Harahan, Kenner, Metairie, and Marrero. Each location sent three finalists to the playoffs, one player in each division.

A total of 382 cash, merchandise and trophy prizes are awarded in the tourney's combined qualifying rounds and championship finals. The popular annual event is under the direction of A.M.A. Distributors, Inc. and sponsored also by Lucky Coin Machine Co., Inc., both New Orleans firms. It is sanctioned by U.S. Billiards, Inc., Amityville, N.Y., an international manufacturer of coin-operated pool tables and other amusement equipment.

Portale opens branch office

Portale Automatic Sales Company of Los Angeles, California opened a branch office in San Francisco October 1 to handle the firm's customers in the northern part of the state.

The San Francisco branch, like the Los Angeles office, has a completely stocked parts department and has the complete facilities to do all repair work.

Tom Higdon is Portale's general manager for the San Francisco office, and Jim Allison is the parts and service manager.

The San Francisco branch handles Rock-Ola, Atari, Americoin, Exidy, Irving Kaye, Meadows, Sega, Ramtek, Sunbird, United Games, Zytronics, and Premier Soccer equipment.

The new branch office is located on 960 Howard Street in San Francisco, California 94103. The telephone is 415-543-4495.

Shaffer hosts 500

Over 500 coin machine operators, wives, and guests were entertained by Shaffer Distributing Company in Columbus and Cleveland, Ohio at grand showings of the new Rowe 1978 phonographs. Chuck Farmer, Shaffer's marketing vice president, introduced the new Rowe Black Magic and Woodhue models at the largest turnout for such an event in the company's 48 year history.

At the Columbus Hilton Hotel on October 6th, the Columbus showing drew 375 people, including a large contingent of West Virginia operators. During the cocktail hour and before the sit down dinner, operators looked over the newest games and talked shop with manufacturers' executives and Shaffer key personnel.

The showing was duplicated in Cleveland a few days later for northern Ohio operators, with several hundred in attendance.

Rowe, Gottlieb, Midway, Tournament Soccer, RMI Coffee, Gremlin, U.S. Billiards, and Brunswick were among the manufacturers represented.

Shaffer personnel included Ed Shaffer, president; Steve Shaffer, sales vice president; Farmer; Bernie Flynn, executive vice president; Dick Gilger, Columbus branch manager; and Tom Kindler, Cleveland branch manager.

Distributor expires

Pete Geritz, president of Mountain Coin Machine Distributors, Inc. in Denver, Colorado for 27 years, died in late October in Rose Memorial Hospital. He was 72.

He was a member of the A.M.O.A., the National Association of Merchandising and Vendors, the local Elks Lodge, and the Denver Chamber of Commerce.

Surviving him, in addition to his wife Helen, are his son James and his daughter Kathleen.

NSM adds three

NSM-Lowen Automaten has added four new distributors to its fold to bring to 29 the number of distributors representing the NSM phonograph line in the United States.

The new distributorships are Lawson Music Company, Inc. of Winter Haven, Florida (which will cover central and north Florida); Martin Music Co. Inc. of Macon, Georgia (for the state of Georgia); New Jersey Candy and Tobacco Company, Inc. of Caldwell, New Jersey (for the North New Jersey and greater metropolitan New York area); and Key Industries Ltd. of Portland, Oregon (for the Oregon-Washington area).

"We now have a system for distribution whereby we cover the states," said Bert Davidson, domestic sales director for Lowen-Automaten, "and we have three locations which also have a central parts department."

Davidson will now oversee the development of the product in the future.

Robert Jones International Inc. recently sponsored a Bally-Midway school at the Marriott Inn in Syracuse, New York. Among those present were (from left) John Lotz, who handles sales for Robert Jones in the western part of New York state; Jack Shawcross, manager for Robert Jones in New York state; Jim Fouvan, who handles Robert Jones' eastern New York state business; Bernie Powers of Bally; and Andy Ducay of Midway.

EAS ELECTRONIC AMUSEMENT SERVICE

The Repair Center for the Games Industry

EAS is a complete service agency organized to help the video games operator and distributor solve the service problems that plague many of today's sophisticated electronic games. EAS provides you with:

- *a fast, reliable, and inexpensive alternative to buying expensive test equipment.*
- *the latest in testing equipment.*
- *experienced technicians.*
- *a thorough repair and testing of all logic boards (including microprocessor circuits).*
- *a 24 hour turnaround on video logic boards and monitors.*
- *modification of older equipment for better play appeal, dependability, and pricing versatility.*
- *a 60 day warranty program on all work.*
- *personalized service and customer follow-up.*
- *free telephone consulting on chronic service problems — we are here to help you at any time.*

Looking forward to serving you,

Bill Bolton, President

EAS ELECTRONIC AMUSEMENT SERVICE

1555 Minnesota Street • San Francisco, California • 94107 • 415-282-9900

SPACE BATTLE
SPACE BATTLE
• Fast-Paced Space-Age Action
• Futuristic Sound & Light Display
• Exciting 2 Player Laser Battle of The Spaceships
• Moving Obstacles For Greater Challenge
• Extended Play & Joystick Maneuverability
• Unlimited Laser Blasts Until Fuel Runs Out
• Dependable Microprocessor Logic
• Dimensions: 68" x 28" x 25", 225 Pounds
U S BILLIARDS, Inc.
Amityville, N.Y. 11701
(516)842-4242

Tournament Socce

By David Pierson

Two Colorado youths, complete unknowns on the pro foosball tour, swept through tournament competition undefeated and laid claim to the $25,000 in prize money for winning the pro open doubles tournament. The $25,000 plum was awarded to Todd Lofreddo and Gil Jackson for winning the premier event at Tournament Soccer's $250,000 World Championships of Foosball. The tournament, which drew about 7,000 foosball players, was held November 2 through 7 at the Gateway Convention Center in St. Louis on 220 tables.

Lofreddo and Jackson had little trouble disposing of their competition, breezing through the winner's bracket and then defeating a team from Hanson Distributing—Mark Scheuer and Ken Alwell—three games to one. Scheuer and Alwell split second-place money of $11,000. The open doubles prize money totalled $119,000 with teams finishing as low as 66th place receiving $500.

In the professional singles tournament, Rick Martin a 21-year-old from Napa, Idaho defeated Paul Reynolds of Columbus, Ohio for the $7,000 first prize money in that event. Martin won the match after dropping an earlier match in the finals to Reynolds, who reached the finals through the loser's bracket. The two players' winnings accounted for the lion's share of the $23,000 in prize money awarded in the event.

The mixed doubles competition saw one of the closest matches held in the "pits"—the term for the grandstand area where the finals were held. Steve Simon and Gayle Harding, a team representing Indianapolis Vending won the $7,000 first-place money by downing Jim Wizwell and Faye McWilliams, Wizwell and McWilliams shared $4,000. Total prize money in the event was also $23,000.

The women's team of Karen Gililland and Lori Schranz, both of Dallas, Texas, and both sponsored by Indianapolis Vending, claimed its third straight women's doubles title by easily disposing of Jan Alexander and Kit Lewis in the finals. First place money in the event was $2,500; the second-place team shared $1,700. Total prize money in the event was $13,200.

In the women's singles competition, Vicki Chalgren of Boulder, Colorado claimed first place money of $500 by defeating Niiki Coppinger of Colorado Springs.

Other tournaments at the St. Louis affair included a $25,000 novice doubles event, novice and

Clockwise from top left are women's champions Lori Schranz and Karin Gililland; a part of the crowd at Tournament Soccer's national championships; the open doubles champions Todd Lofreddo and Gil Jackson; singles champ Rick Martin (left) outplays a semi-finalist; Atari's arcade at the show was always packed; mixed doubles champions Steve Simon and Gayle Harding (center picture) lost their first match and battled back to win the event.

r's $250,000 showdown

rookie singles tournaments, as well as tournaments for novice women's, novice mixed doubles, rookie doubles, and specialty events. In addition, there was a second-chance tournament held on the last day of the competition for players who had been eliminated from all events.

All the tournaments were double elimination, and player entry fees ranged from five dollars to two hundred dollars, depending upon the event. In addition, the players paid for their games by putting quarters into the tables to get the balls for the games.

Cal Rogers of Tournament Soccer said that about forty percent of the $250,000 comes directly from player entry fees and from the quarters they put into the machines. He said the rest of the prize money comes from a pool of money set aside by Tournament Soccer from its "sky-rocketing table sales."

"The prize money reflects our share of the foosball market. It's based," Rogers continued, "upon our sales projections for the next year."

The $250,000 St. Louis event concluded Tournament Soccer's 1977 professional tour which included a total prize money package of $500,000. According to Lee Peppard, president of Tournament Soccer, next year's tour will feature one million dollars in prize money with another $250,000 world foosball championship and $750,000 awarded in smaller tournaments throughout the nation. The next big foosball attraction is the Memorial Day Super Doubles Tournament which will be held in Minneapolis, Minnesota. That tournament sports a prize package of $100,000.

When asked about the Schlitz co-sponsorship with Tournament Soccer and Atari's affiliation with the event, Rogers said Schlitz did not contribute any prize money but helped in point of sale advertisement for the event and sponsored a Player Appreciation Barbeque Saturday night of the tournament. The video game manufacturer also had a line of Atari games on the sidelines which were constantly in use.

Rogers said that one of the promising things about the St. Louis tournament is the number of new and young competitors who entered the tournament, as evidenced by the open doubles champion Lofreddo and Jackson who are 17 and 18 years old. Rogers said that presently the professional class players in the sport are between 21 and 24 years old, on an average.

NEW PRODUCTS !

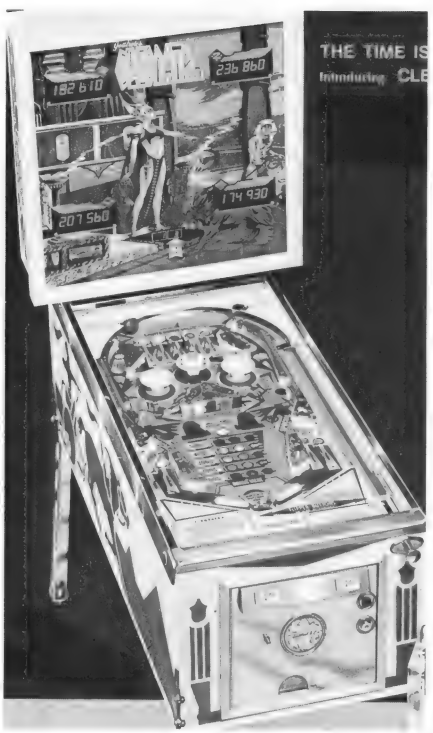
Token effort

U.S. Billiards has introduced its unique game of skill and high earnings, Silver Falls.

Among the game's features is an accurate meter reading of both coins inserted and paid out. The game has three award systems—coin, token, or tickets—which make it suitable for payout or for amusement only entertainment. The game is adaptable to any currency or token.

The modular units allow for individualized play, and the durable, attractive cabinetry with designer styling attract play. In addition, the arcade display window gives illusion of direct access to the coins.

There is easy access for servicing and adjusting, and the game comes equipped with a heavy-duty falls mechanism. Also included is a unique anti-cheat built-in alarm system, a secure lock system, and a jumbo cash box.



Queen of the Nile

What's new with Gottlieb is blue. In its first solid state effort, Cleopatra, the pinball manufacturer features a very playable four-player flipper game that should be a big gainer.

The electric blue color of Gottlieb's displays isn't the only thing new about the game. The new solid state system offers a self-test diagnostic facility and bookkeeping capability which is controlled by one large push button located on the inside of the front door.

The bookkeeping function of the machine allows for recording the number of coins through the coin chutes, the total number of plays, replays, the number of times the anti-cheat switch has been activated the total number of extra balls, the number of times the game was tilted, the first, second, and third levels of scores for replay, the high score to date. (One important feature of the game is that it can never be accidentally left in any test mode; for after about one minute of inactivity, the game automatically resets to a ready-to-play condition indicated by a flashing of displays.

The game itself has a color-matching bonus feature which scores up to 30,000 points per ball. Hitting the correspondingly colored drop targets and rollover lights the bonus value indicators. Each half of double bonus indicators is lit by a ball going into the left and right kick-out holes.

Making all colors in the rollover sequence or hitting all five drop targets lights the side star targets for scoring an extra ball. Getting all drop targets down and rollover colors out lights the side star targets to score replays. The flippers, pop bumpers, and kicking rubbers are powered by a full wave direct current rectifier which provides smashingly fast playboard action.

Solar snake eyes

Space Gambler, Playmatic's latest flipper game, is a futuristic, dice-shooting, pulsating time tunnel game that should attract more than its share of first quarters.

The totally solid state game features two flippers, two pop bumpers, and two lanes which lead back up to the top of the playfield. The game comes equipped with a spinning target and two drop targets on either side of the playfield. The game also has a possible triple bonus shot and a possible add-a-ball.

The game's motif is in the command module of a spaceship where two of three astronauts are shooting dice—the dice game motif is replete throughout Space Gambler. The third astronaut doesn't have the time to take part in the game; he's too busy piloting the spaceship. And looming just ahead is a pulsating time tunnel that is built into the scoreglass.

The time tunnel has flashing lights and its own sound system.

The game comes equipped with a self-diagnostic test features that can be read externally without having to go into the machine. Space Gambler has four different sound tracks, and all the game's boards can be interchanged with all future Playmatic models.

The pricing and score adjustments can now be accomplished with a simple dial system. The playfield is polyurethane coated, and the machine can be serviced from the front. The game can be adjusted to either three- or fiveball play and comes convertible to add-a-ball.

The game is being marketed in the United States by Universe Affiliated, the exclusive importer for the United States and Canada.

Fire and brimstone

Vulcan, the Greek god who lived in a furnace and served as the blacksmith for the other gods, is being premiered in his own pinball game.

The backglass and playfield of this four-player electro-mechanical flipper game from Gottlieb is filled with fire and brimstone and lightning—the players supply their own thunder.

There are two sets of drop targets which are right in the flipper firing line for lots of shooting action. If the player hits all four green drop targets, he lights the extra-ball feature target which is a fair shot on the right side of the drop targets. By making the one to five numbered sequence, lights the two rollovers for specials and increases the value of the white drop target to three advances. The kick-out hole scores 1,000 to 5,000 and is controlled by the green drop targets.

With Gottlieb's 100,000-point light, scoring can go as high as 199,990.

The plunger shot to start the game is itself not an easy shot since a bad shot could drain the ball all the way down to the flippers without scoring.

NEW PRODUCTS !

Coin feeder

People who face the boring task of counting and wrapping coins will be delighted by the Nadex coin sorter with automatic coin feeder.

All the operator has to do is load the hopper tray, touch the on/off button and watch. An electrically powered vibrator feeds the coins to the sorting tray. Here gravity drives the coins over inclined planes which separate the coins by diameter. The separated coins stack automatically in calibrated tubes. Total dollar value is indicated by calibrations and roll-size units are indicated by a raised coin.

The operation is simple. As the rolls stack, the operator lifts them out and wraps them on the attached coin roller. Coins feed and sort continuously so a dial has been provided to adjust rate of flow to a speed that is comfortable. The operator can sort, count and wrap about five rolls per minute. Alternately, if you are not roll-wrapping the coins, you can sort about 500 coins per minute.

Complete accuracy of counts is assured with a Nadex, even where bent or worn coins are present.

Jungle hunt

The thrills of The Dark Continent have returned in a new video game from Gremlin, Safari.

A lone hunter has 90-seconds to shoot four wild animals—the serpent, the lion, the bear, and the vulture.

A lone hunter has 90-seconds to shoot four wild animals—the serpent, the lion, the boar, and the vulture.

The animals in Safari move faster and faster as the hunt progresses. They take refuge behind the trees, but when they reappear, the hunter is in danger because the frenzied animals are out to get him.

If an animal strikes the hunter, he falls, with a time-lost penalty for returning to the safety of his hut.

Gremlin's audio engineering has recreated the jungle and its wild creatures with sound-sensational effects in this game.

Straight shooter

Gottlieb is coming out with a new one-player electro-mechanical flipper game called Golden Arrow.

The game features a number sequence from one to ten which always lets the player come close to scoring specials. The number sequence can be picked up at the lanes at the top or through other lanes and targets scattered along the playfield. The lit arrow moves to indicate 5000 points and special scoring.

If the player hits the rollover or target with a lit arrow, he scores 10,000 points.

The game's other features include two spinning targets, a star rollover which moves the lit arrow to 16 different positions, three pop bumpers and individual targets on both sides of the playfield.

Golden Arrow has an Indian motif and is colored in shades of red and yellow. The playfield is very open and allows for many skill shots, accenting again the straight-as-an-arrow shooting that is the game's theme.

The scoring can go as high as 199,990 points because of Gottlieb's special 100,000-point light.

Speed times four

Sprint 4 offers realistic racing action and excitement in this four-player video driving game. All of the favorite features of Sprint 2 are included and even more.

There are ten different tracks to select from. Four speed transmission and fast acceleration give players the thrill of racing at top speed. Automatic "drone" cars add the challenge of traffic if there are less than four racers in the game. The popular skids around corners and realistic sounds of motors, screeching and crashes from four speakers makes Sprint 4 more exciting.

It has all new car designs in two different styles, a larger size and color that matches the score in front of the player's position. There is a late start option that allows additional players to enter the race after it has begun.

Sprint 4 is designed for more play action. Durastress tested solid state circuitry insures long life. Atari's exclusive built-in self-test program will assist in on-location testing of the circuitry and switches. The cabinet has removable side panels for easy servicing access and a remote volume control near the coin door for easy adjustment of sounds to suit the location.

Pedestrian nightmare

Super Death Chase possesses all the features of the original Death Race, plus some extras.

Skeleton targets are worth ten points each and when hit emit a shreiking sound and turn into a tombstone. There are always two skeletons to chase at all times.

In addition, a new "ghost" target appears randomly during the game. The players never know when the ghost will appear or how long it will stay on the screen. If one of the players hits the ghost, it disappears and flashes "50" on the screen and records fifty bonus points to the player.

If not hit within a certain period of time, the ghost will disappear anyway and no player will receive a bonus. The ghost moves faster than the skeletons and therefore is harder to hit, and, in turn, heats up the competition.

The game is in a new, larger (36-inch wide) arcade size, black cabinet, with bold backglass and side graphics. The game can be played by one or two players, with a new "extended play" feature for the single player.

NEW PRODUCTS !

Lawn trouble

Universe Affiliated International, exclusive representatives in the United States, Canada, and Europe of the Mole Hunter machine, showed the game at this year's A.M.O.A. show.

Last year the novel game was shown at the I.A.A.P.A. show in New Orleans and won the prize as the best arcade amusement machine at the show.

After a player inserts a coin, he removes a padded hammer from the holder and tries to hit the gophers as they jump up from their holes at various speeds. The machine has three different score ratings, and if the player gets a score of less than 24 gophers, the gophers will rise up out of their holes and laugh at him after the game.

Service and maintenance on the machine is simple, whereby the entire playfield lifts up for immediate access to the internal cabinet. All machines are being sent to distributors to be operated on one play at 25 cents with an adjustable timer.

The game's unusual characteristics make it a good attraction.

Clowning around

Circus, one of the big hits of this year's A.M.O.A. show, is a one- or two-player skill game which requires the player to bounce a jumping clown off the proper side of a springboard, and in turn, propel another clown to the top of the screen where he can burst three colored rows of balloons.

The higher the clown jumps, the more balloons that can be burst and the greater the score that can be obtained. Yellow balloons in the lowest row are worth twenty points each, green balloons in the middle row are worth fifty points each, and blue balloons in the top row are worth one hundred points each.

In addition, there is a point bonus for eliminating all the balloons in any row. When the clown bursts the last balloon in a row, he hangs there momentarily as appropriate "award music" is played. Then he jumps back down to the springboard and the row of balloons is reset. An additional bonus of an extra "jump" is provided the player whenever he bursts the entire top row of blue balloons.

Circus can be adjusted for 3, 5, 7, or 9 "jumps" per game. As long as the clowns continue bouncing off the springboard, points are accumulated. However, the speed of the jumping clowns increase, thereby testing the skill of the player. If the clown misses the board, he tumbles and falls, and appropriate music is played.

Multiple coinage options are available on Circus, and full game instructions are displayed on the screen after the player inserts his coin. The day's high score is flashed on the screen, and an optional "top this score" feature can be used, whereby when beaten by the player, he is awarded a replay.

Circus has great play appeal because it combines a skill game with great animation and sound effects. It is both challenging and humorous to play, and provides the player with numerous incentives

Tank battle

Midway has released its new M-4 electronic video game, which had been previewed at the A.M.O.A. show.

M-4 is a one- or two-player combat game. In the single play mode the player takes on the machine's robot computer and even an average player learns it is possible to out-maneuver and out-think the machine. The player's attack unit is his tank.

As the game begins, the two tanks are lined up on opposite sides of the screen—each behind a protective wall. Each player also has a supporting "spotter plane" and jeep which appear at random from the top and bottom of the screen.

The object of the game is to score points by destroying the opponent's combat elements—the protective wall, plane, jeep and tank itself. Each tank can fire ten cannon shots before reloading and each shot is capable of knocking down a portion of the wall or the combat units themselves. Points scored are as follows: One for any portion of the wall, ten for the tank, twenty for a jeep and thirty for a spotter plane.

After an opponent's wall barrier is knocked down, the action begins in earnest. The tanks rumble out to meet each other. The jeep scout cars appear and speed off on their secret missions. Spotter planes sweep in from out of nowhere and the din of battle grows to a crescendo. In all of the confusion of combat, split-second decisions must be made. The destruction of a tank gives the combatants only a momentary breather while the game reforms.

M-4 also features explosive and realistic sounds, a micro-processor logic system, 23-inch solid state monitor, double coin chutes, extended play and built-in Rom and Ram tester. The cabinet has distinctive "come-play-me" graphics which tell the player at a glance what's in store for him.

Hunting season

Fowl Play, a new solid-state electronic wall game, was introduced at the A.M.O.A. Exposition by Sunbird Corporation of Minneapolis.

According to Bob Nallick, Sunbird president, "Fowl Play was designed with many of the same thoughts in mind as we had when we introduced Super Bowler. They both take advantage of timeless sports—hunting and bowling—so they're easily understood and easy to play. They both generate good income, with each game having up to 4-player capacity at 25-cents for each player per game. They both help turn empty wall space into an income producer. They both have the sights, sounds, and movements associated with the respective sports. And neither game is based on a fad that can die as quickly as it was born. The games will last and last."

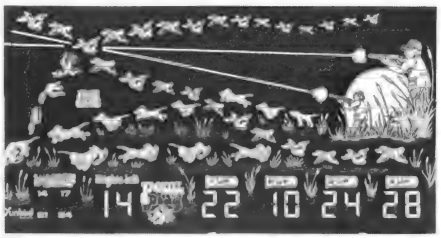
The "Fowl Play" game provides players with the authentic action of duck hunting. Ducks fly across the face of the board, hunters fire at the duck, the duck (if hit) drops down to be retrieved by a dog which carries it back to the hunters.

A built-in audio system highlights the action as it happens on the screen with the sounds of a duck quacking, a dog barking and the gun firing.

The unit has adjustable volume control, and an operator-controlled setting that allows him to determine the number of hits for a free game. The operator can also control whether each player pays 25-cents for each game, or four players can play for 50-cents.

The game operates on 100/115 volt AC or 230 volt AC 50/60 Hz. A test switch on the front of the lamp board is designed to provide ease in on-location circuit checks and lamp replacement. The unit comes equipped with an operating and maintenance manual, coin box, remote control unit, and a one year warranty.

Also incorporated into the game are anodized aluminum frames, dual 3-inch by 5-inch speakers, three quick release latches, internal front-mounted fuse, and a graphic panel.



Blimps and biplanes

Canyon Bomber, first introduced at AMOA, was a spectacular hit with operators and distributors. "This game has the same appeal as Breakout, but it's different," commented several people at the booth.

One or two players try to hit all of the circular targets in the canyon by dropping bombs from aircraft flying across the top of the screen at varying speeds. Canyon Bomber is easy to learn but quickly becomes a challenge to master.

The game time depends on the number of misses allowed, three, four, five, or six misses per game as set by the operator. The more skill developed, the longer the game lasts which enhances the high replay levels.

Atari's Canyon Bomber is designed to appeal to players of all ages and to fit well into both arcades and street locations. The exclusive built-in self-test system assists in trouble-shooting and diagnosing technical problems on location. Video messages in four different languages can be selected by the operator. Four coinage options are also available. Durastress tested solid state circuitry assures long-life reliability.

Skill and strategy to judge the bomb release time and angle based on the height and speed of the aircraft gives added challenge and appeal. Realistic animation of World War I blimps and biplanes with colorful graphics give Canyon Bomber its eye-catching initial attraction. The game play has challenge that intrigues players to try again and again.

British phonograph industry suffering

Crippling performing rights dues, the high cost of new equipment, escalating overheads, falling rents, and inflation have all combined to make phonographs a very sick sector of the British coin machine industry.

The severity of the condition is no more forcibly underlined than by the trade's own professional organization, the British Amusement Catering Trades Association. During the recent negotiations with the Performing Right Society and Phonographic Performance Ltd., the two professional bodies to which performance fees are paid, B.A.C.T.A.'s specially-appointed juke box subcommittee came up with some frightening statistics.

Following the completion of the negotiations, during which the association managed to keep dues down to a reasonable level, the subcommittee continued to sit to keep a "watching brief" on a worsening juke box situation.

Now the subcommittee has felt compelled to tell the British trade what most of it already suspected—that the phonograph industry in the United Kingdom is going through a crisis. The trade association, to its credit, moved swiftly into action and several "crisis" meetings—their own adjective—have already taken place with major operating companies to try and come up with a formula for repairing the situation before it worsens.

A press release, put out by the subcommittee, itemized the problems and at least some suggestions on solutions.

After drawing "the urgent attention of all concerned to the very serious decline of the industry which is now taking place," the subcommittee points out that the number of juke boxes sited has fallen from 42,000 in 1975 to 36,000 in December 1976, a drop of 14 percent. Current indications show 34,000 machines sited, producing a "catastrophic" (again, their own adjective) drop of 20.25 percent in two years.

The committee forecasts that, based inter alia on the known investment intention of operators, the size of the industry will have slumped to considerably less than 20,000 machines during the next five years unless immediate and drastic financial changes are implemented.

Juke box operators' costs have been very badly hit by the following factors which are additional to the normal effect of inflation: (1) Equipment costs have doubled in two years due to the reduction in the value of the pound against the dollar and the deutschmark; (2) In an essentially car-borne industry car purchase costs have increased by 150 percent in just over three years; (3) Customers are actually driving juke box terms down or refusing to increase them against the rising tide of inflation.

The effect has been that operators are severly cutting back on a national basis their investment in new equipment in view of their non-existent returns in a very high risk industry.

During the last twelve months, operators have abortively spent over 800,000 pounds (about $1.4 million) in installing and removing juke boxes. The subcommittee "deplores this wasteful expenditure and is severely critical of those concerned who have in the past recklessly abused their juke box service by needlessly causing machines to be moved around. The constant disregard for rapidly increasing installation costs is a tendency damaging to all concerned."

This criticism is aimed at sites for succumbing to the temptation to change operators for the sale of a few pence saving in rents, thus causing high installation costs to the operators removing or installing equipment.

Following on this point, the subcommittee threatens that unless operators' installation costs can be reduced by "the development of responsible attitudes then the committee will have no alternative but to recommend the introduction of a minimum installation fee of 125 pounds (about $220) per machine sited payable in advance."

It continues: "The committee notes with disapproval the practice of certain customers in demanding (under threat of removal) increasing income guarantees from operators who are already losing money heavily. This practice has severely damaged the industry and B.A.C.T.A. is now considering advising its members to refuse all future demands for guarantees."

B.A.C.T.A. studies show that juke box operators will need to procure operating terms of not less than 8 pounds and 50-50 plus 2 pounds and 50-50 for wall boxes if the industry is to survive. These terms must then be reviewed regularly.

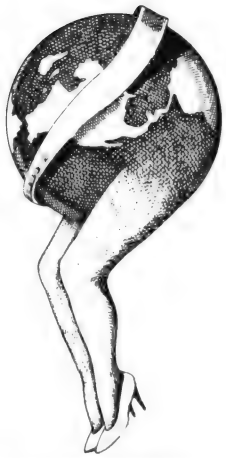
"If a favourable change of attitude and financial terms are not procured immediately then the continuous aging of existing equipment will continue, innovation and development will be stopped and the ability of the industry to recruit the skilled people it so urgently needs will be undermined."

Income must be generated in real terms for customer and operator alike, but it cannot be generated so long as instability and lack of confidence prevail, the subcommittee pointed out. If the final decline of the industry is to be arrested then a new approach to juke box operating is needed supported by a period of understanding and co-operation on the part of the customer.

The association is planning to publish shortly a "Draft Plan for the Revival of the Juke Box Industry."

The association is not noted for exaggeration, rather for its understatement, so the seriousness of the situation is a reality. In fact, informed sources in the British juke box industry have recently been quoting figures that suggest that some major operators have been showing a net operating profit of only 50 pence per week per phonograph. This comes from an average rent of 5 pounds (less than nine dollars) plus 50-50.

One of the major reasons for the problem must lie in the British system which has evolved into a situation where most of the country's pubs are owned by breweries. The breweries therefore wield massive power over operators of phonographs and slots.



Didier Salmon (left), French distributor for Zaccaria and Marino Zaccaria with the new electronic four-player Combat pinball produced by Zaccaria and shown in prototype at Enada.

Leo Ankus, chief electronics technician for Amusement Machine Distributors, held a Bally seminar in Australia.

Italy's games well-received

The growing importance in the world of coin-operated games of Italy was underlined at the Sixth Enada, held in Rome, organized by the Italian trade organization S.A.P.A.R.

Italy is now becoming an important manufacturing country for games, with videos in particular attaining the same degree of sophistication as their American counterparts. Pinball manufacturers have long since shed their bad reputation for quality and are taking an increasing share of the European markets.

Zaccaria, for example, showed an electronic four-player pinball, Combat which was previously presented at their international distributors' meeting earlier in the year in electro-mechanical form. It is fitted with a Signetics micro-processor and although only in prototype form at the exhibition, it was continuously surrounded by operators. It was felt in many quarters that it will have a big impact on the export market.

Another electronic four-player pinball was shown by C.E.A., another Italian firm. Named Timothy T., the game had a horse racing theme and international distributors have already been appointed by C.E.A. for this, another machine of export potential.

Manilmatic presented a single-player electronic pinball, but principally for the Italian market. Other pinballs were shown by Nordamatic which plans to show a four-player electronic pinball at the A.T.E. in London in January. Other electro-mechanical pinball machines were shown by Repepi of Messina and N.A.T. of Bologna.

The latter company was one of many showing imported video games, but arcade equipment is not a field neglected by Italy's own manufacturers. Model Racing, for example, showed what many thought was one of the best games at the show, the Daredevil, which has moto-cross as its theme. The same company continues to produce the 400 Miles, now almost a classic in Europe, but was not short of new ideas. In addition to Daredevil, Model Racing showed Basket, an electro-mechanical basketball game which has possibilities in most overseas markets.

Of the American games on show, Atari's Breakout continues to enjoy immense popularity and Gremlin's Depth Charge drew large crowds.

In the phonograph section the big hit was the new Ami R82, receiving its world premier. Paul Hunger and Bob Romer of Amiro, Geneva, were very enthusiastic about the phonograph's potential. Rivals N.S.M. of Germany were represented on the DI.CO.MA. booth and also attracted much attention with the new Prestige 120. Rock-Ola was represented by the Milan firm, Leante and Wurlitzer by Renzo.

Football tables were, as always, strongly presented by the enthusiastic Italian manufacturers, some of whom have been making the game

COIN MACHINE TRAINING FOR REPAIR MAINTENANCE
Trouble Shooting

° SLOTS
° PINBALLS
° ELECTRONIC AMUSEMENTS
° ARCADES
° BINGOS
° VIDEO ELECTRONICS
° MUSIC and VENDING

"Your future is our business."

Nevada Gaming Schools, Inc.

3100 Sirius Road
Las Vegas, Nevada 89102
Tel: 702/873-2345

Certified BALLY *trainong school*
sixth year

AMOA Convention

Amusement Operators Association

1. Driving into Chicago on a Friday at 9 a.m. is an experience not recommended for the faint-of-heart country boy (such as I). Curb to curb hubcaps and carbon monoxide.

2. It must be the wrong city, I told my wife, Sharon. Chicago weather is never this nice. Could we have made a wrong turn at Rockford and ended up in Little Rock? But then how do you explain that big lake over there? Blue skies and sunshine notwithstanding, this must be the City of the Big Muscles. Out of respect to the spirit of the late Mayor Daley, I decided not to challenge the Michigan Avenue traffic patrolmen this year and parked in a private lot. Who says the image of the game machine operator isn't improving?

3. Could tell right away it was going to be a fun exposition. The first game was to try to find the registration booths. A maze of signs: Turn right, down the stairs, turn left, turn right, back up two steps, do not pass go, do not collect $200, hallejujia, buddy, you found it! Ever feel like a rat in a laboratory experiment?

4. The international scope of this business never ceases to amaze me. Standing in line waiting for our badges, Sharon and I smiled at the proliferation of foreign languages being spoken in our vicinity. I began to conjecture whether we'd really missed a turn and that big lake outside wasn't actually an ocean! I asked one fellow for directions, and he answered in English but sounded like Prince Charles (who was in town). Japan, Canada, Australia, Denmark, Austria, Great Britain, West Germany—all represented on badges. This ain't exactly a chopped liver convention!

5. Let me say right at the start here, you fellas who've been putting off buying a solid-state pinball because their inner workings are rather frightening—you can throw away the point files, guys, 'cause it ain't ever gonna be the same no more. Williams entered the competition with Hot Tip and Lucky Seven; Gottlieb debuted Cleopatra; Stern's entries were a solid-state version of Pinball and a new one, Stingray; and Bally showed a whole raft of great looking pins led by Eight Ball and its latest celebrity tie-in, Bobby Orr, Superstar. Atari presented three of its radically wide solid-states; Allied Leisure returned, and a host of foreign models showed up. I used to think Europeans did nothing but make world wars, but it seems they've switched their attention to making pinball machines.

6. I leave the pinball ratings to Roger but throw out the following first impressions. Of the major manufacturers, all the "games" seemed "solid," but the "dead" feel was disconcerting. Williams' pop bumpers seem to need more "oomph" or sensitivity. Bally's stable looks hot. Weirdest sounds came from Spanish dandy called Dragon from Interflip S.A. Drop targets representing dragons, when hit, went down emitting a dragon's death moan. You had to hear it to believe it. Favorite electro-mechanical was Sonic's Butterfly.

7. Bobby Orr was at Bally's booth signing autographs. I've never been the star-struck type so I said the hell with it and got the autographs of the two pretty girls in silver short-shorts also toiling in the vineyards for Bally. I don't know how those girls can skate, but I know for sure that Bobby Orr couldn't wear shorts in their league.

8. Sega had a joke machine. For your money the machine gave you the set-up line of a joke. You completed the joke by furnishing the punch line. However, I think the joke's on Sega.

9. Sega redeemed itself with an entrant for "Best of Show." Heli-Shooter is a large screen sit-down game as sensational in a way as last year's F-I driver. Tremendous illusion of flying a helicopter into a rocket attack on ground targets. Super game! With its only detriment to widespread popularity being the large cabinet.

10. I happen to believe there is still a place in the market for good non-video games so another Sega entry, Soccer, was a big favorite with Sharon and me (despite the fact that she kept winning). A small clear dome-covered table, opposing players must press color and letter keyed buttons with great speed to kick a ping-pong soccer ball toward the opponent's goal. It was fun, and this may be a sleeper.

11. Allied Leisure displayed a beautiful piece of equipment at last year's show—but she wasn't there this time around. My wife didn't miss her. (See PLAY METER, December, 1976 for enlightenment.)

12. Guns made a big comeback this year after being virtually non-existent in recent offerings from the

manufacturers. Midway's Battle Shark led the gun parade in originality. This was a scaled down version of a big screen game in '76. A rear-projected moving picture scene of racing P.T. boats composed the target for a rapid-fire cannon. A hit caused the boat to explode in flames. The game is still a bit expensive, and the "hit" period is too short.

13. Sharon agreed that Wico has the best handout material: a big, cold Delicious apple. Can't beat 'em.

14. Besides the gun proliferation, a couple of other themes have emerged as we peruse the '77 offerings. Just as two years ago so many manufacturers tried to ride the great white shark of "Jaws" to high profits (and none went over super big), this show it is "Star Wars" and outer space. (Atari's Starship I seemed best here.) The other apparent copycat syndrome was represented by the preponderance of "Sea Wolfe type" target games. Be it destroyers dropping depth charges or guns firing missiles and shells, all the targets move horizontally at various speeds and point totals. Hey, EE graduates, those targets could move vertically or flash on at random locations too couldn't they? Just asking...

15. Fresh approaches and uses of electro-mechanical components ARE possible, and a small company doing the best job is Americoin. Last year it was Junkyard; this time Dozer stole my allegiance. Every kid, including those that shave and read *Playboy*, is going to want to drive a powerful-looking bulldozer around the gravel pit and see how many tons they can move. Realistic sound, controls you want to grab, Dan Winter's boys have done it again.

16. Atari's exhibit exhudes class. Unlimited capital makes it easier to look classy. Machine flyers are neatly packaged for your convenience in a folder. A strong phalanx of games with Starship I, Super Bug, and Canyon Bomber leading the way. Look for Canyon Bomber to be this year's Breakout. Wanted to ask an Atari rep how come Atari puts out all these great driving games with 4-speed shifts. And then in the shift mechanism they use four little soft aluminum pins which flatten out after about 50 games or the first rain storm, whichever comes first, and every operator has to go to work replacing them with sawed-off nails (that last the life of the game). I was going to ask an Atari rep that but I didn't see anyone with dirt under their fingernails so I wasn't sure they'd understand.

17. Funniest game. I mean, funny, ha, ha, outloud, funny game was Exidy's Circus. Not impressive by cabinet or first glance at screen, but start the game and try not to laugh! How can I explain this? I can't. You'll have to get one and go bananas yourself. The sound effects with the action depicted is perfect. Warning: you're going to break up. Sharon's favorite.

18. Meadows, whose 3-D Bowling is a fine piece, coupled it with what I call "a tortured theme." Inferno is a video game whose object is for the players to put out fires which appear randomly on the screen. The game idea is perhaps too forced to do extremely well, but I want to give Meadows credit for the random target approach. Simply needs a better format.

19. The Continental Room was a plush addition to the show facilities with softer lighting and cozier atmosphere. But how did they get a trolley car in there? The Magic Trolley is a game room on wheels developed by Mobile Amusement Engineering and was quite an impressive display.

20. But Gottlieb took the interior decorators award. "What's new is Blue!" was its motif, and they weren't kidding. It may have been its maiden appearance, but Gottlieb did it up right with deep blue shag carpeting on the floor and walls to match the digital read-outs of their solid-state Cleopatra.

21. Ambling along the exhibits I came face-to-face with an off beat game called Mole Hunter. It took up plenty of room, was shaped in a semi-circle, the player standing in the center with a giant padded hammer. From the artificial green surface surrounding the player, brown hairy mole heads popped from holes. The player was to strike them as quickly as possible for a high score. Now, I repeat, I think we continue to need non-video games. But Mole Hunter? Sorry, fellows.

22. How about an indoor golf course? They had it. A guy from International Indoor Golf begged me to try it so I obliged by shanking one over into the Ramtek booth where it ricocheted off an M-79 Ambush, which is an excellent game, by the way. I've had one in my arcade for over a month so I can attest to its drawing power. My version is the large cabinet. A new, smaller machine seems to be on the way which should make it more attractive to the average operator.

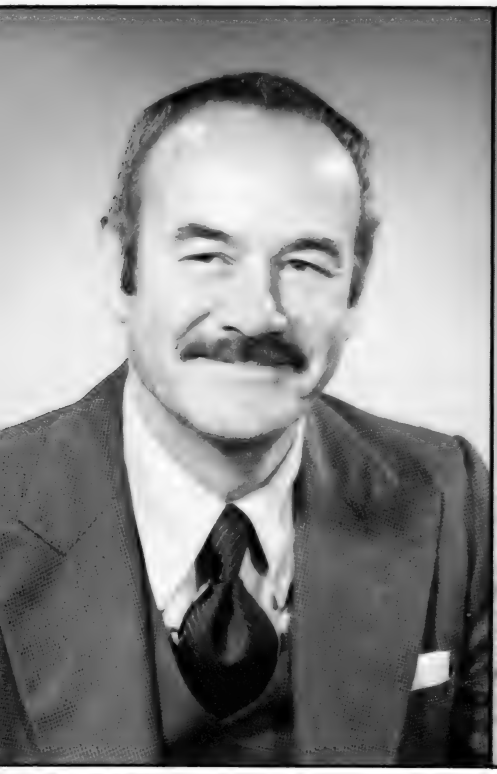
23. Lots of flashing lights and chrome metal. What is it? Test your strength, said the salesman at the Skyhigh Amusement of Canada LTD booth. I kicked the soccer ball as directed and embarassed myself in front of the wife. And damn near broke my foot. I squeezed the horns on The Bull and he hardly snorted. I'm a lover, not a fighter I said to Sharon as we walked away. She snorted louder than The Bull.

24. PLAY METER's booth was being manned by David Pierson and Robin Minnear. I knew it was the PLAY METER booth when I saw them cutting out paper dolls. They explained such aberrations were due to their close proximity to PSE's display with its popular—but loud—Desert Patrol gun. Actually I was once again impressed by the Southerners. You know, we Iowa natives believe that anyone who lives below Missouri runs around all night in a Ku Klux Klan sheet and wears shoes only on Sunday. Here I come to discover that David is a former English teacher like myself, and Robin, the resident technical expert, talks in logarithms. To cement our relationship, David had on hand the check for my last article. My kind of cement.

25. Don't tell Garland Garrett, Sr. this, but I didn't attend the afternoon seminar. Sharon and I went to the races at Hawthorne, our first thoroughbred experience after becoming addicted to the trotters this past summer. God punishes those who skip the seminar. Won't reveal my losses but now I know how those Moles felt when the hammer landed.

26. On the way home Sharon pulled out a little red cellophane bag containing two pellets that were being dispensed at the Bally booths. White lettering on the package said, "Bally: We Grow As The World Plays." What are they, I asked. We debated. They're seeds, I concluded. Sharon said, they're candy. Eat one, I said. You first, she answered. I finally got brave. I don't know the answer for sure. It tasted like chocolate, but I might be pregnant with a solid-state pinball.

ON THE MOVE...



Edward Wiler

Jack Manning

Two join Rowe International

Edward A. Wiler, marketing executive with Rowe International, Inc. in the early 1960s, has rejoined the firm as vice president—sales, according to Merrill Krakauer, president of the company. Wiler's experience includes sales and marketing management with vending manufacturers as well as with national operating firms.

As director of advertising and sales promotion, he supervised Marketing Services for RMI (then Rudd Melikian, Inc.) between 1953 and 1959. Between 1959 and 1964 he had the same responsibilities with Rowe.

He held the position of manager of marketing services for Servomation Corporation from 1964 to 1969 and then joined Interstate United as vice president marketing. In 1972 he joined The Cornelius Company as vice president and was later named executive vice president of the Minnesota-based manufacturer of beverage dispensing equipment. Minnesota-based manufacturer of beverage dispensing equipment.

From 1974 until joining Rowe, Wiler was Vice President for Schaefer Corporation, a Sunbeam subsidiary. In 1975 he was also named President and a Director of Schaefer's Canadian subsidiary.

In a second appointment, W.J. (Jack) Manning, Jr. has joined Rowe International, Inc. as vice president distributor operations.

Manning brings seasoned industry experience to Rowe. Since 1968 he has been vice president marketing for Autoviable Services Incorporated. He was also a member of Autoviable's board of directors.

From 1964 until joining Autoviable, Manning had been corporate vice president and director of marketing for UMC Industries, Inc. UMC is the parent company of several firms in the vending industry and has other domestic and foreign operations in varying fields.

Manning had 15 years of experience in automatic merchandising prior to joining UMC. In 1949 he joined RMI (then Rudd-Melikian, Inc.) as general sales manager. In 1955 he was named vice president marketing of the firm. His experience with RMI included membership on the board of directors.

Manning has been active in both industry and marketing roles. He was a director of NAMA from 1960 to 1966 and served as the association's president in his last year on the board. He has been a trustee of Syracuse University's Graduate School of Sales Management and Marketing and was an Associate Faculty Member from 1957 to 1969.

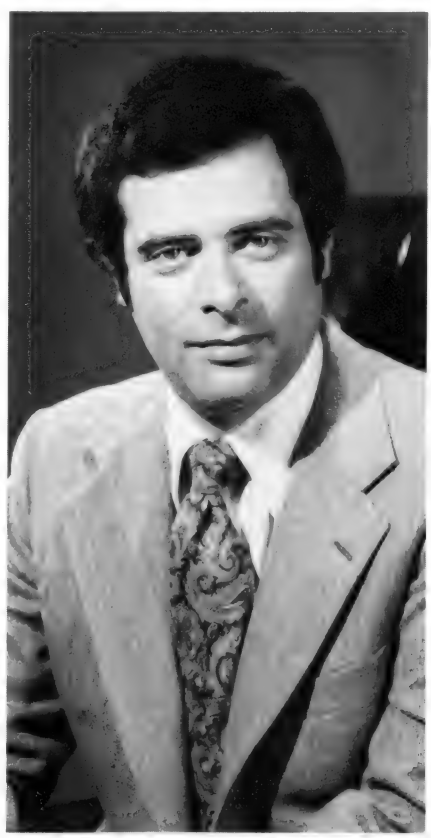
Seeburg appoints Stroll

The Seeburg Corporation of Delaware recently announced the appointment of Michael R. Stroll as president of its wholly-owned subsidiary, Williams Electronics, Inc. Williams is a leading manufacturer of flipper games and shuffle alleys.

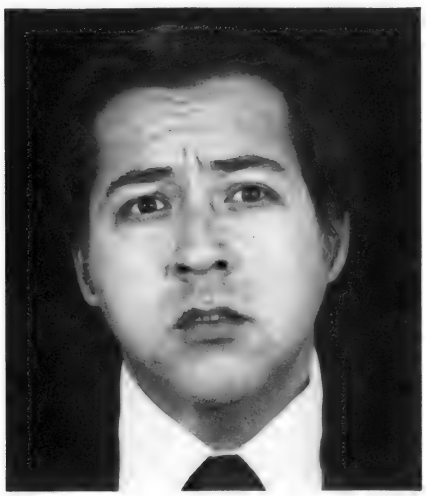
Prior to the assumption of his current duties, Stroll, in his capacity as vice president—technology of Seeburg, directed the efforts of Seeburg's advanced technology team in the successful development of Williams' solid-state flipper games.

Williams' first entry into the solid-state flipper game market, Hot Tip, has been successfully field tested and full production of that game is scheduled to commence in the near future.

Before joining Seeburg, Stroll was employed as manager of Systems Development, Microprocessors with National Semiconductor Corp. of Santa Clara, California. Stroll was also Director of Terminal Development for SWEDA International, Morristown, New Jersey.



Mal Mundie



Bob Sax

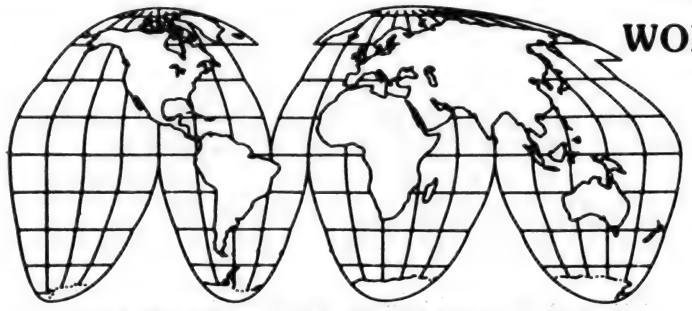
Banner adds two

Banner Distributors of Philadelphia, Pennsylvania has added two individuals to its executive representative staff. They are Mal Mundie, who is now representing Banner in the state of Virginia and the District of Columbia, and Bob Sax, who is representing the firm in eastern Pennsylvania, Southern New Jersey, and Delaware.

Mundie comes to Banner with 21 years experience in full-line vending equipment sales. Most recently he was the branch manager of Rowe-Richmond in Richmond, Virginia.

Sax has been associated with the beverage and vending industry for the past ten years. Most recently he was the eastern regional sales manager for Reed Industries, a manufacturer of cold drink dispensing equipment and coin mechanisms.

MEN **WOMEN**



WORK OVERSEAS!!

Australia - Europe - Japan - The South Pacific - Africa
Far East - South America - Central America - Middle East
$800.00 to $4000.00 Per Month - Tax Benefits

U.S. Government, Private Corporations and Organizations.

Construction - Engineering - Sales - Transportation - Teaching - Oil Refining - Medical - Accounting - Manufacturing - Secretarial - Aircraft, etc., etc.

If you like travel, excitement and adventure, then overseas employment is for you. To allow anyone the opportunity to explore overseas employment we have published a complete set of Overseas Employment Guides. Our Overseas Employment Guides contain the following information . . .

- List of CURRENT OVERSEAS JOB OPPORTUNITIES with a special section on overseas construction projects, executive positions and teaching opportunities.
- How, Where and Whom to apply for the job of your choice OVERSEAS!
- FIRMS and ORGANIZATIONS employing all types of Personnel in nearly every part of the Free World.
- Firms and organizations engaged in OVERSEAS CONSTRUCTION PROJECTS, MANUFACTURING, MINING, OIL REFINING, SECRETARIAL, AIRCRAFT, ENGINEERING, SALES, SERVICES, TEACHING, ETC!
- COMPANIES and GOVERNMENT AGENCIES employing personnel in nearly every occupation, from the semi-skilled laborer to the College trained professional.
- How and Where to apply for OVERSEAS GOVERNMENT JOBS!
- Employment on U.S. Government ships "MERCHANT MARINES"!
- Directory of U.S. Businesses operating in AUSTRALIA that employ Americans.
- List of U.S. DEFENSE CONTRACTORS with operations OVERSEAS THAT EMPLOY Americans!
- Information about TEMPORARY and SUMMER JOBS OVERSEAS!
- You will also be told How to write your resume or application letter! How to plan your job hunting compaign! How to conduct yourself in a job interview! Plus many professional tips that may mean the difference between landing the job of your choice or missing out.

MAIL OUR ORDER FORM TODAY!!!

The Job You Want OVERSEAS May Be Waiting For You Right Now!!

ORDER FORM

Overseas Employment Guides
1727 SCOTT ROAD, SUITE C
BURBANK, CA 91504

I am enclosing $10.00 cash, check or money order. Please send me your complete set of OVERSEAS EMPLOYMENT GUIDES **immediately.**

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Or charge this order on your BankAmericard or Master Charge

BankAmericard Account No. _____

your BANKAMERICARD welcome Expiration Date _____

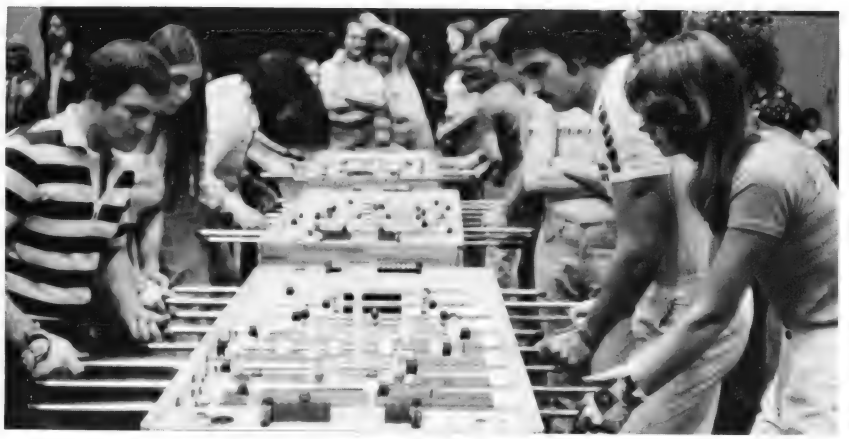
Master Charge Account No. _____

master charge Expiration Date _____

30 DAY MONEY BACK GUARANTEE

If your are dissatisfied with our Overseas Employment Guides, for any reason, simply return our Guides to us within 30 days and your $10.00 will be refunded to you immediately. NO QUESTIONS ASKED.

We went to the $250,000 Tournament Soccer® World Championship Foos Festival to make you a winner!



It was the most spectacular event on the $500,000 World Championship Pro Tour, draw ing thousands of outstanding players and national publicity. It demonstrated that foosball is big business.

What was in it for us is what's in it for you.

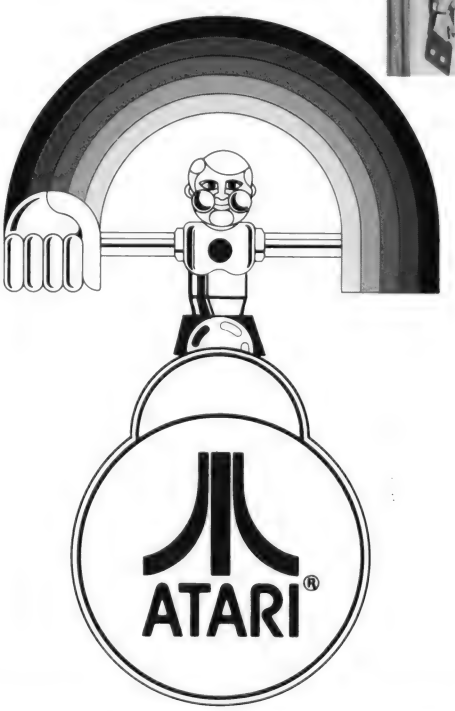
We were there. For *your* business. Atari games received highly profitable exposure at the Tournament, both in national publicity and with the thousands of players who made time to play our games.

Our Player Appreciation Buffet Dinner, and an Atari sponsored Breakout™ Tournament made hundreds more aware of the excitement and variety of Atari games.

It all adds up to one thing: More action for Atari games in your locations.

We're playing your game.

We're in business for your business. That's why we went to the Tournament. That's why the combination of Atari and Tournament Soccer is an exciting new way for you to win. Big! They're natural profit partners!



National exposure means that play appeal is pre-sold. It's a new opportunity to stage your own combination tournaments, and to generate publicity for *your* locations.

Get into the new winner's circle now. For more information about our latest movers, including new Destroyer,™ Canyon Bomber,™ Super Bug,™ and the new solid state, wider playfield pinball sensations, talk to your local Atari Distributor. For more on Tournament Soccer, call them at 1-800-426-8897 toll-free. Or contact us for referral at 1265 Borregas Ave., Sunnyvale, CA 94086. (408) 745-2500.

© ATARI, INC. 1977

A Warner Communications Company

Continued from page 15

TERRY: No, except the radio. Usually my wife is the one who does the main buying. If you go and buy fifty of this and five of that and then come back to the office, there's no way it's going to work out because the next week you'll have to go out and get another fifty of the same record for the rest of the route. If you believe in a record, buy it. I don't care how good you are at buying records, you're always going to slip up and swear that a record isn't going to make it, but it does. Nobody's perfect.

PLAY METER: That's interesting hearing about your wife being a full-time employee in the company.

TERRY: I believe a lot in women as route people. They're a lot more conscientious than men. My daughters have gotten into my business. One of them used to work for me, with cigarettes. Men are good at moving; women will never be able to replace them at that. But women will try harder to please a customer. They can get the point over. For instance, my supervisor will say that on some days my wife will show him up on the routes. Another thing you might add is that my sister started to come work here full-time about six months ago.

PLAY METER: How many servicemen do you have?

TERRY: I'm a serviceman. My supervisor is a serviceman, and I have a serviceman who deals with electronics service, and another who makes sure all the pool tables are done. And then we have two people that do nothing else but clean machines, and I have two others that do nothing but move and deliver. And then, of course, we've got the office help.

PLAY METER: Since you're a serviceman yourself, what do you look for when hiring service men to work for you?

TERRY: If you're going to hire a mechanic—and I've hired several electronics people—this is what I've found out: hire Navy people. It seems like they're sharper for some reason. You might try the Air Force, but for me the Navy people have been sharper. The reason might be that in the Air Force they change the boards, but in the Navy they're on the ships and they have to do their repairs right there. They can't just send off for another board.

PLAY METER: Now, as a service man, what changes would you like to see the manufacturers incorporate in their equipment.

TERRY: The only change I can see is that they could offer more schools or make the schools a little bit longer. There should be areas in the states where service men can go to the manufacturers and attend school for a week or two.

PLAY METER: You have some pretty definite ideas about schooling for mechanics then?

TERRY: When I was in Florida, I taught some trainees and explained a lot to them. And then I left them and told them I would be back in about two weeks. I told them, in effect, that it was sink or swim. All the stuff they'd been hearing me tell them that sounded Greek would come to pass inside of that time, and then we would be able to sit down and talk about it all over agin. And then they', know what I'd been talking about. And then we'd go over the whole machine again. That's the way I trained every single one of them.

PLAY METER: But other than the addition of more schools, I take it you're fairly well pleased with the equipment manufacturers are turning out today?

TERRY: Well, they're using a lot of plastic I really don't like. But I think the boards in general are good boards. We've got a lot of parts that are failing on the boards, but I can't blame that on the manufacturer unless they're buying a cheaper grade. I think the boards are doing real good. We don't buy off-brand machines though. We buy name brands. There are a lot of manufacturers out there who are starving to death to get recognized, but they might be putting in a cheap board. I've tried one of them, though, Venture Line in Phoenix, Arizona, and they're making a damn good board. We just tried it because we wanted to take some old games in the back that we couldn't do anything with anyway and figured we would try to revamp them and make some modern games. And it's worked out for us. By the way, we found out about Venture Line from an advertisement in PLAY METER. And since I'm on the subject, there's another thing about your magazine. That paper you send out in the middle of the month, Update. When we were just starting out trying to get Play More Games Distributing Company going, we put a free ad in there. Really, we didn't know what it would do. But let me tell you, we've gotten two phone calls from New York and California and everywhere in between. And people have been sending in from everywhere wanting to get onto our mailing list. I didn't think it would be like this. I was very surprised, but they came in from all over the United States. And it didn't cost me a cent.

PLAY METER: I'm glad to hear that. Now, since you're going into the distributing business, you must move a lot of pool tables and pinball games into the homes?

TERRY: Yes, we sell a lot of pool tables and pingames to homes.

PLAY METER: Do you find that you can get a good price for them?

TERRY: Well, we get it where we're not too high, but we've got a fast turnover. You can get too high and price yourself out of the market.

PLAY METER: What is a good price to expect from the home market.

TERRY: $395, that's the market right there for a used one. You can get $495 for some of the real good ones. But at $395 your market won't stop. You can sell them all day long.

PLAY METER: Does that have a service contract?

TERRY: We give thirty days, and we'll service them anytime after that for a charge of $35, plus parts.

PLAY METER: I understand that you have a communication system that is sort of unique, could you tell us about that?

TERRY: I think it's unique because I can get out here at 125 miles from town, and I can still call back in. The weather's got a lot to do with it, but 125

Continued on page 84

FREEDOM OF CHOICE

That's what reading magazines is all about. You choose what you want to read, when you want to read it. You have the freedom to properly assess what you like in these pages at your leisure.

Reading PLAY METER also gives you the freedom to compare product information from the coin-operated amusements manufacturers and service companies. If you would like to learn more about our advertisers and their products or services, feel free to find them in this alphabetical listing, then circle the corresponding number on our Reader Service Card, between pages 40 and 43.

1. Advance Distributing Company..... 8
   St. Louis, Missouri
2. Atari, Inc..... 2, 44
   Sunnyvale, California
3. A.T.E. Exhibit..... 62
   London, England
4. Bally Manufacturing Corp..... 7
   Chicago, Illinois
5. Electronic Amusement Service..... 64
   San Francisco, California
6. Exidy, Inc..... 43
   Mountain View, California
7. Game Doctors..... 58
   San Jose, California
8. Gottlieb & Co., D..... 11
   Northlake, Illinois
9. Greenwald Industries..... 15
   Brooklyn, New York
10. Great Amusement Emporium, The 33
    Denver, Colorado
11. Gremlin Industries, Inc..... 39
    San Diego, California
12. Imperial Billiard Industries..... 61
    Carlstadt, New Jersey
13. International Billiards..... 84
    Houston, Texas
14. Key Industries Ltd..... 85
    Portland, Oregon
15. Kurz Kasch..... 38
    Dayton, Ohio
16. Mali Co., Henry W.T..... 35
    New York, New York
17. Midway Manufacturing Company..... 82
    Franklin Park, Illinois
18. Nevada Gaming Schools..... 75
    Las Vegas, Nevada
19. Overseas Equipment Guide..... 79
    Burbank, California
20. Platt Luggage..... 29
    Chicago, Illinois
21. Portale Automatic Sales Co..... 9
    Los Angeles, California
22. Robinson Co., Inc., C.A..... 15
    Los Angeles, California
23. Rock-Ola Manufacturing Corp..... 86
    Chicago, Illinois
24. Rowe International, Inc..... 50
    Whippany, New Jersey
25. Stern Electronics, Inc..... 21
    Chicago, Illinois
26. Sunbird Corp..... 31
    Minneapolis, Minnesota
27. Suzo Trading Co..... 84
    Rotterdam, Netherlands
28. Tournament Soccer..... 80
    Seattle, Washington
29. U.S. Billiards, Inc..... 65
    Amityville, New York
30. Venguard..... 59
    Overland Park, Kansas
31. Venture Line Inc..... 28
    Tempe, Arizona

classified

WANTED TO BUY: Midway Asteroids, Winners, Playtimes. Call or write UNITED DISTRIBUTORS, 2129 Cedar Hill Road, Jefferson City, MO 65101. Tel. 314/636-4096.

WANTED: Bally Bingo cash boxes, old style, Key West, etc. UNITED DISTRIBUTORS, 2129 Cedar Hill Road, Jefferson City, MO 65101.

WANTED: Used NSM German Jukeboxes; any condition, any model. MUNTZ TELEVISION, 1770 St. James Place, Suite 120, Houston, TX 77056. Tel. 713/627-2610.

LOGIC BOARD SERVICE AND REPAIR—24 HOUR service in most cases. We understand your needs and we want your business. Our rates are competitive, our service will prove most satisfactory. Tel. 518/668-5388, 518/668-2492, or 518/372-4609. Ask for Bob Benson, or Al DeMasi. AUTOMATIC AMUSEMENTS, INC., 3418 State Street, Schenectady, N.Y. 12304.

LONG ISLAND AREA—EXPERIENCED MUSIC AND GAME MECHANICS. Mid and top level—salary commensurate with ability and experience. Reply to: PLAY METER, DEPT. A., P.O. Box 24170, New Orleans, La. 70184.

FOR SALE: Silver Sails, Red Arrows, Ticker Tapes, Blue Chips and stock markets. Also Sweet Shawness, Bally Jumbos and Super Jumbos, Big Threes, Blue Spots and Mt. Climbers. Antique slots for California area. Call WASSICK NOVELTY, Morgantown, W. Va. Tel. 304/292-3791.

WANTED FOR CASH: Used factory or school courses books, manuals, magazines, on learning how to repair and service pinballs, jukeboxes, payouts and other machines. CHARLES K. MULHALL, 1-3-5- Shore Rd., Ardglass, Co. Down, North Ireland.

SALES POSITION AVAILABLE: Expanding distributor wants aggressive sales person to sell music & games to operators & learn management techniques for future additional responsibilities. Located central U.S.A. Many fringe benefits. Send complete resume with picture to DEPT. W., c/o PLAY METER, P.O. Box 24170, New Orleans, La. 70184.

FOR SALE OR TRADE: Seeburg STD-160, SPS-2, SPS-160, USC-2. Also Seeburg accessories. Tel. 614/653-7777.

GAME ROOM 100 PERCENT COIN OPERATED amusement & business property 25' x 80' 1st floor, 800 sq. ft. apt. on 2nd floor. Full basement. Exc. location in busy n.e. Iowa college town. Priced to sell by owner. Tel. 319/895-6694.

NEEDED JUKEBOX MECHANIC: Experience necessary. Excellent opportunity. Salary open. Must be willing to relocate in Morgan City, La. Contact: GARY DOMINO, AMERICAN AMUSEMENTS, P.O. Box 408, Morgan City, La. 70380. Tel. 504/384-2921.

BUY A SPARE TRAPSHOOT TRANSMITTER $39.95 each or buy 2 and we'll send 1 RECEIVER unit FREE. Call Dave at HANSON DIST. CO. Tel. 612/884-6604.

SCHOOL FOR GAMES & MUSIC. TWO AND THREE week courses. Phono, Flippers and Bingos. By schematics! CAL'S COIN COLLEGE, P.O. Box 810, Nicoma Park, Okla 73066. Tel: 405/769-5343.

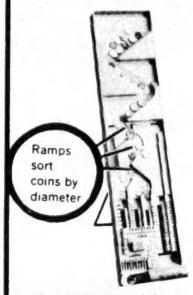
LOGIC REPAIRS—all makes & Models of video and electronic games, dependable service, fast turnaround. $13.50 plus parts. ASC DISTRIBUTOR SALES, 265 Willard St., Quincy, MA 02169. Tel. 617/773-1804.

ATTENTION METROPOLITAN & UPSTATE NEW Yorkers: We have a large selection of new & used add-a-balls and arcade equipment. Also jukes, pool tables, shuffles, cigarette & candy. We deliver & accept trades. SPECIAL! Atari F-1's, Triple Hunts, and Drag Races [call for special prices]. COIN MACHINE DISTRIBUTORS, INC., 213 N. Division St., Peekskill, N.Y. 10566. Tel: 914/737-5050.

FREE UP-TO-DATE CATALOG and samples showing vending machine labels, manufactured to meet your local requirements. SETON NAME PLATE CORP., 2020 Boulevard, New Haven, CT 06050.

FOR SALE: Jacks Open $625, Big Hit $670, Spirit of '76 $700, Target Alpha $670, Surf Champ $750, Capt. Fantastic $815, Night Rider [E.M. Model] $990, Grand Prix $750, Wild Card $695, Red Baron $425, Hollywood $450, Fairy $375, Speakeasy $875, Tornado Baseball $875, Lemans $1195, Outlaw $445, Night Driver $1175, Death Race $1075, Bazooka $875, Bi Plane 4 $1075, Lazer Command $625, Dynamo Model E [new] $475, Penny Bowl $675, Swagrab $775, Skill Crane $785, Rotor [Imported Pusher] $550, Skill Digger $375, Hi-Deal $495, Kick Off $795, Air Attack $315, Antique Mutoscopes $375. NEW ORLEANS NOVELTY CO., 1055 Dryades St., New Orleans, La. 70113. Tel. 504/529-7321.

Coin Sorter Speeds Counting



- Sorts, stacks, groups and counts
- Aids wrapping
- Verified counts
- Cuts time by 50% to 75% over hand work

Only $39.95

Write for free details or order now for **two week free trial**

NADEX Industries Inc. Dept. 17426
220 Delaware Ave., Buffalo, N. Y. 14202

WANT LIST
Wurlitzer Phonographs

2900	$200
3000	225
3100	275
3200	375
3300	475

ALL YOU CAN GET!!!
The Gem Vending Co.
305/685-5681

Pinball-Soccer Tournament-Manual
OVER 60 PAGES
- **Tournament Rules**
- **Promotional Formats**
- **Registration Forms**

Everything you need to know on running your own tournament. *PLUS FREE TEE SHIRT HEAT TRANSFER ENCLOSED WITH EVERY MANUAL ORDER...*
Send $27.00 to:
Nice Day Productions
P.O.Box 3706 Beechwood Station
Rochester, NY 14609
(Orders outside U.S.—add $3.00)

SPECIAL

ALLIED LEISURE
PIN GAMES

LIKE NEW

DYNOMITE
ROCK ON

$550 ea.

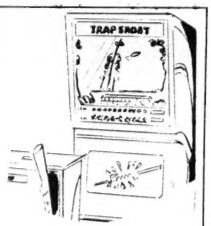
★

Write for complete list of Games and Phonographs

Atlas Music Co.

2122 N. Western Ave., Chicago, Il. 60647
Phone: 312/276-5005

EXTRA SPECIAL BUY!



***ONLY* $295**

Chicago Coin's Dual-Console
TRAP SHOOT
Thoroughly Reconditioned
Guaranteed

A sure-fire winner with thrilling competitive trapshooting. Lighted trap sails across the backglass and shatters when hit. Location proved!
TERMS: ⅓ deposit, bal. Sight Draft

WORLD WIDE distributors co.
A DIV. OF AMERICAN RECREATION GROUP

2734 W. Fullerton, Chicago, IL 60647
Phone: 312/384-2300

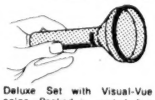
QUIK COIN SORTER

SORT UP TO $50.00 MIXED COINS IN 20 SECONDS

FAST
COMPACT
ABA COLORS
Stack Trays in Sequence

ONLY $18.75
Shipping 1.25
Total $20.00

STACK — COUNT — PACKAGE
Your Coins 10 Times Faster



Full Set Stackers $11.95
Shipping 1.30
Total $13.25

Deluxe Set with Visual-Vue slot, detect slugs, bent, smaller size coins. Packed in nested box, penny, nickle, dime, quarter tubes, calibrated, hold full count roll. Up to 12 rolls per minute.

ABC COIN MFG. 2353 B Claridge Cr.
Plano, Tx. 75075 214/423-1212
SAVE! Buy Both For $31.95

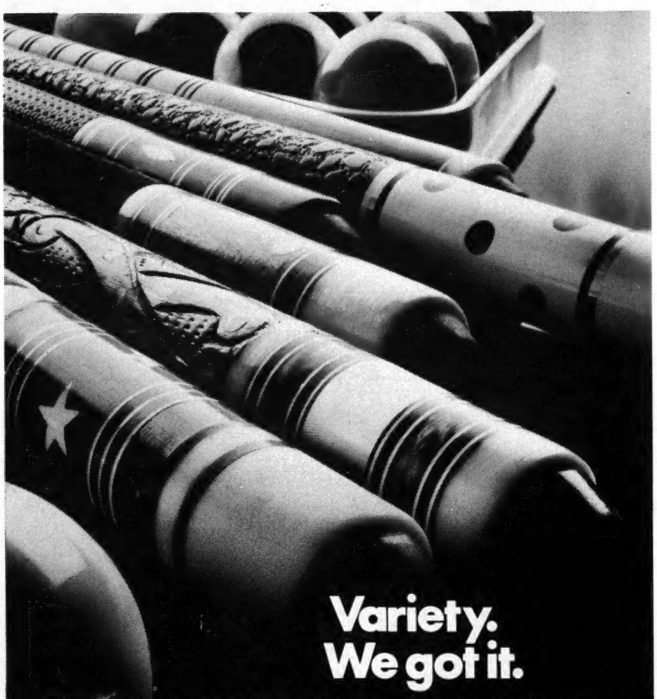
Continued from page 81

miles is easy, and if you have a truck 100 miles the other way, we can talk truck-to-truck. The system is a high-band Motorola three-way with a repeater. I like to talk to my trucks because anytime a man is in a problem and they have got to talk to me, I want to know what the problem is. That way I can solve it or answer his question, or get over there. We're out here at the tallest height at a thousand feet. We rent tower space, and we've got the highest space there is.

PLAY METER: What did the system cost you?

TERRY: About $30,000, but service can make your money. You see, I'm on the road so much, going places and doing free-lancing, at places that are maybe a hundred miles away, and some operator may want something, or some of our people may need some question answered, and we're going to try and answer it right there. Service is the name of the game. Always was always will be.

PLAY METER: How right you are.



Variety. We got it.

Billiards is the name of the game, and variety is what we have. One-piece, two-piece and multi-piece cue sticks. Domestic and imported balls. Billiard cloth, cue and table repair items and accessories. Novelties and decorator items. And the best freight connections for immediate delivery.

INTERNATIONAL BILLIARDS, INC.
2311 Washington, P.O. Box 7693, Houston, Texas 77007
713/869-3237 1-800-392-2209 Texas 1-800-231-1282 Out of State

Join Today

AMUSEMENT & MUSIC AMOA OPERATORS ASSOCIATION

SUZO

EVERYBODY IS SPEAKING ABOUT THE NEW SUZO CATALOG

150 pages with inquiry about spare parts for:

BINGO'S
SLOTMACHINES
FLIPPERS
JUKE BOXES
BILLARDS
AND ALL OTHER AMUSEMENT MACHINES

do you have them?
NO... send today for free copy!

SUZO TRADING COMPANY B.V.
85-89 SCHONENBERGERWEG
3023 ZJ-ROTTERDAM
HOLLAND

ADJUSTABLE 3 BALLS OR 5 BALLS PER GAME

NEW DESIGN SPINNING TARGET

COMBAT

NEW FLASHING BUMPER SCORE

MATCHING LAST NUMBER FEATURE

ELECTRONIC SOUND EFFECTS

BONUS CANAL WITH HOLE FEATURE

ACCEPTS 2 COINS ADJUSTABLE SYSTEM OF CREDIT

5 DROP TARGET'S ON BOMBS FEATURE

BUTTONS INCREASE BONUS SCORE

NEW EXPLOSION EFFECT FOR BOMB TARGETS

KEY INDUSTRIES
Exclusive importers
8821 S.E. 17th Ave.
Portland, Oregon 97202
Distributorships Still Available:
Call Toll Free: 1-800-547-8446

Also available at

Circle International
2225 W. Pico Blvd.
L. A., Ca. 90006
213/380-5850

Playmore Games, Inc.
1429 Hemphill St.
Ft. Worth, Tx. 76104
817/927-8417

Atlanta Amusement Distributing Inc.
4471 Campbell Rd.S.W.
Atlanta, Ga. 30331
404/344-3473

Continental Distributing
611-23 Holt St.
Montgomery, Ala. 36104
205/265-9738

Wilson Equipment Co.
3410 Woodland Park Ave. N.
Seattle, Wa. 98103
206/632-1030

Royal Distributing Corp.
1210 Glendale-Milford Rd.
Cincinnati, Ohio 45215
513'1771-4250

Advance Distributing Inc.
2820 N. Grand Blvd.
St. Louis, Mo. 63107
314/652-1600

State Wide Distributing
2921 W. Indian School Rd.
Phoenix, Ariz. 85017
602/279-4642

the new

ROCK-OLA®

Princess

elegance tailored to compact spaces

The new Princess incorporates traditional Rock-Ola beauty and operating quality into a small cabinet. Perfect for locations where every inch counts. Proof that impressive appearance and reliable performance are possible in a compact phonograph.

The contemporary design display panel invites customer attention with a quiet, persuasive look of elegance. The same design is repeated on the front of the console and is surrounded by simulated Dark Rosewood with polished aluminum accents. Customers like the two-button selection panel controls. Inside, Princess features the legendary Rock-Ola 100 selection Revolving Record Magazine with the reliability proven by millions of customer plays. Just a little over 34 inches wide, Princess is the one that fits anywhere.

Record Setter for an Industry

ROCK-OLA®

Rock-Ola Manufacturing Corporation • 800 North Kedzie Avenue • Chicago, Illinois 60651